

LIFE



SPRING HATS
IN COLOR

MARCH 31, 1947

15 CENTS

YEARLY SUBSCRIPTION \$5.50

IN THE HAND OF NORMAN ROCKWELL



Beloved for his warm, human portrayals of American people and scenes ...and recently honored in a new book, "Norman Rockwell, Illustrator."

"51"...the world's most wanted pen

"51 writes dry with wet ink!"

THE hands of noted people everywhere pay high tribute to the Parker "51". Artists, writers, statesmen—all hold this pen in great esteem. Its preference is unmatched.

American pen dealers, for example, recently named Parker the most-wanted pen—rating it ahead of *all other well-known makes combined*. (The actual score: 72.7% for Parker; 27.3% for all others.)

So great is this demand that we cannot hope to satisfy it fully. However, more 51's than ever before are now being shipped.

Here is a pen of simple beauty—patiently crafted to highest standards of precision. Its unique tubular point has no moving parts to wear or clog or fail. Hooded against air, dirt and damage—it starts instantly. Writes smoothly and with pressureless touch.

The precision-fit cap *slips* on—locks securely without twisting. The 51's filler is safely concealed within the tapered shaft.

Only this pen is designed for satisfactory use with Parker "51" Ink that *dries as it writes!* (It can, of course, use ordinary ink.)

See the "51" today. Colors: Black, Blue Cedar, Dove Gray. \$12.50; \$15.00. Pencils, \$5.00; \$7.50. Sets, \$17.50 to \$80.00. Parker "V S" Pens, \$8.75; \$10.00. Pencils, \$4.00; \$5.00. The Parker Pen Company, Janesville, Wisconsin and Toronto, Canada.

Parker "51"



"INFORMATION, PLEASE"
Listen in every Wednesday night
10:30 EST • CBS, coast-to-coast

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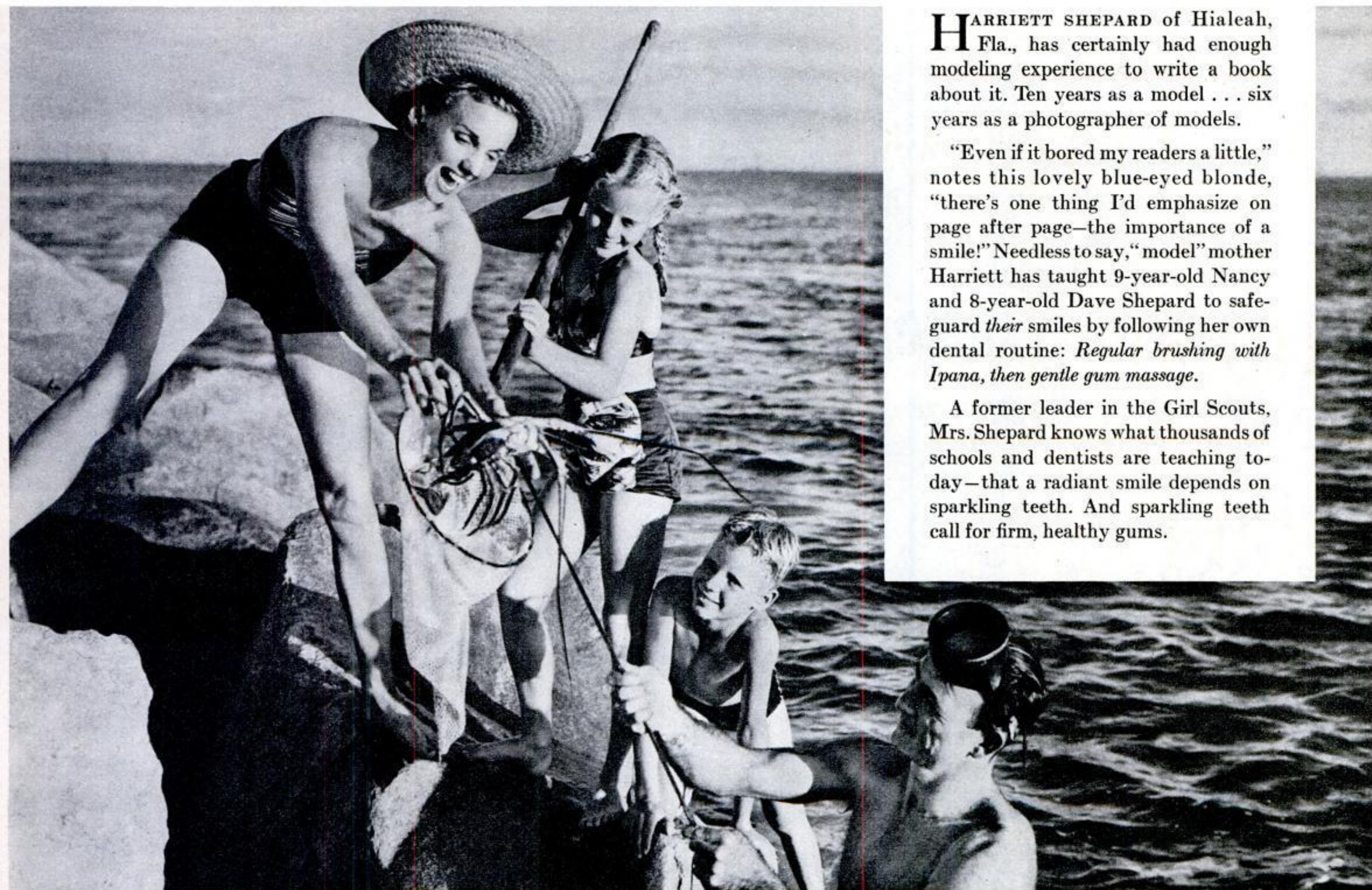
This Model Mother could write a book

Harriett Shepard would call it, "How to be a Model or The Importance of a Sparkling Smile."

HARRIETT SHEPARD of Hialeah, Fla., has certainly had enough modeling experience to write a book about it. Ten years as a model . . . six years as a photographer of models.

"Even if it bored my readers a little," notes this lovely blue-eyed blonde, "there's one thing I'd emphasize on page after page—the importance of a smile!" Needless to say, "model" mother Harriett has taught 9-year-old Nancy and 8-year-old Dave Shepard to safeguard *their* smiles by following her own dental routine: *Regular brushing with Ipana, then gentle gum massage.*

A former leader in the Girl Scouts, Mrs. Shepard knows what thousands of schools and dentists are teaching today—that a radiant smile depends on sparkling teeth. And sparkling teeth call for firm, healthy gums.



Net result of a fishing expedition led by father Ben Shepard is one reluctant crawfish. Net result of Harriett's "model" dental care is four (count 'em) sparkling smiles. For Mother knows that today's soft foods often rob gums of exercise—that Ipana Tooth Paste is specially designed, with gentle gum massage, to help gums to healthier firmness.

Firmer gums, brighter teeth—with Ipana and Massage



Product of Bristol-Myers



Many parents know less than children about the importance of gum massage, taught in thousands of classrooms today. Not only do 7 in 10 dentists recommend gum massage, national survey shows, but, 2 to 1, dentists prefer Ipana for their own use! Let your dentist decide whether and how to massage your gums.



Some children spoil their parents. Nancy and Dave like to take candid shots of Harriett, call her the "prettiest mother in the world." Pretty and wise. She's taught them to safeguard their smiles by massaging their gums gently every time they brush their teeth. This brief workout with Ipana helps speed up needed circulation within the gums.

"A famous star of stage and screen" (Nancy can dream, can't she?) must safeguard her smile—meaning teeth and gums. Sensitive gums often herald their warning with a tinge of "pink" on your tooth brush—a sign to see your dentist. Follow his advice. Let him decide whether yours is simply a case for "the helpful stimulation of Ipana and massage."

This One



7P6U-244-EZPH

Do people like to come to your house?...

If you have a home where people just naturally like to come . . . you and your husband ought to take a moment every now and then to salute each other. You're swell people. And you have things to share that others enjoy. Chances are there's a Stromberg-Carlson for music . . . dancing music . . . background music . . . listening music. You bought it because you had found out that Stromberg-Carlson has built its reputation on tone, quality, on faithful reproduction of music. You bought it because you wanted complete and flawless FM and the latest advances in radio and record reproduction. You bought it because you knew nothing could contribute more towards making your home a place where you like to be, and others like to come.

BELOW YOU SEE "THE AUTOGRAPH" A STROMBERG-CARLSON RADIO PHONOGRAPH OF QUALITY AND DISTINCTION MODEL 1135PL



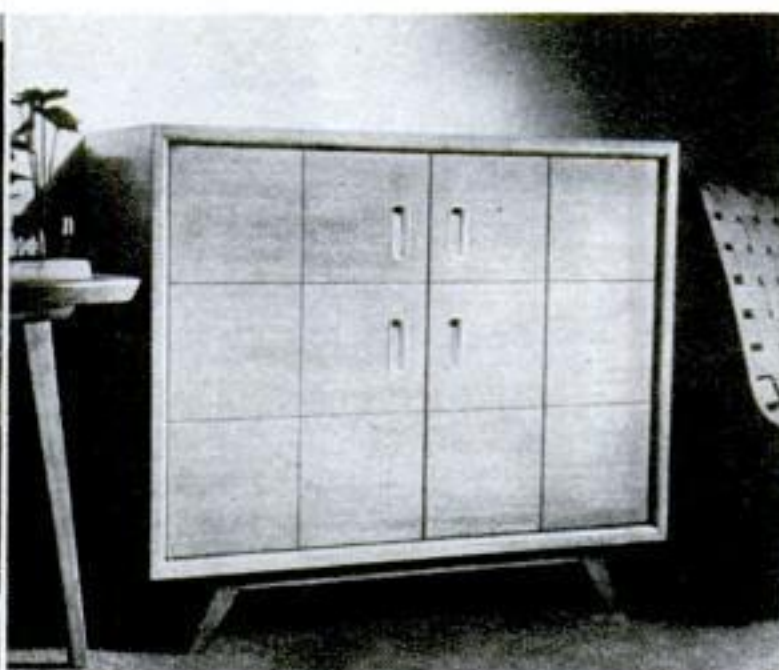
For the main radio in your home . . .

THERE IS NOTHING FINER THAN A **STROMBERG-CARLSON**

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THE GRACIOUS "GEORGIAN"...



THE SMART "NEW WORLD"...



THE CHARMING "SALEM CHEST"...



THE AMAZING "DYNATOMIC"...

These are but a few of the new, exciting Stromberg-Carlsons! They are available in a broad range of prices, with a distinguished model for every home.

STROMBERG-CARLSON COMPANY • RADIOS, RADIO-PHONOGRAPHS, TELEVISION • SOUND EQUIPMENT & INDUSTRIAL SYSTEMS • TELEPHONES, SWITCHBOARDS & INTERCOMMUNICATION SYSTEMS



Courtesy

Some materials for new telephone service are still scarce . . . but reasonableness, courtesy and kindness we can provide in full quantity, for we make them ourselves on the spot. "The Voice With a Smile" keeps on being one of the nice things about telephone service.

BELL TELEPHONE SYSTEM





Next shirt, old friend,
look for the "Sanforized" label →

If you don't want shrinkage to lay its clutching hands on you, look for the "Sanforized" label on all washables—shirts, pajamas, shorts, work clothes, slacks, women's and children's wear—before you buy!

It means: fabric shrinkage held to a mere 1%!



"Sanforized"... the checked standard of shrinkage. The "Sanforized" trade-mark is used on compressive pre-shrunk fabrics only when tests for residual shrinkage are regularly checked, through the service of the owner of the trade-mark, to insure maintenance of its established standard by users of the mark. Cluett, Peabody & Co., Inc.



Photograph Courtesy of John Wanamaker Company, New York, Village of Vision.



It's "curtains" for dirt when your curtains are Koroseal

"GRIME DOES NOT STAY"—on *Koroseal*. Most dust just skids off; if any stays, it can be brushed off, or in a really smoky city, cleaned by simple sponging. That means curtains made of *Koroseal* film can always look fresh and new.

Koroseal flexible synthetic is the material developed by B. F. Goodrich and used for scores of articles by selected manufacturers who must meet high B. F. Goodrich standards. You'll see it in clear or beautifully colored film for kitchen curtains and shower curtains like these shown above and in

raincoats, curtains, umbrellas; in sturdy sheets for upholstery, floors, luggage; as a transparent coating on fabric for tablecloths, dressy raincoats, more formal window curtains.

Practically anything can be washed off *Koroseal* synthetic in a moment with soap and water—oil, acids, foods, paint, pencil marks. And *Koroseal* is highly resistant to sun, air and wear—in handbags, golf bags, luggage, upholstery it is almost scuffproof.

Leading manufacturers have welcomed this revolutionary material and are using it in their finest lines . . .

shower curtains and window curtains that dress up a bathroom, raincoats that stay smart-looking even in a downpour, modern furniture that offers the first really new upholstery in decades, floors that always look brand new because they never need to be waxed, and are slick but not slippery.

Industry is finding important uses for *Koroseal* flexible synthetic, too, because of its resistance to chemicals and wear.

Anything made of *Koroseal* for home use looks so attractive and new that there are already imitators. But only

Koroseal can give you all these advantages, so for your protection every genuine article carries the *Koroseal* trade mark. The B. F. Goodrich Company, Akron, Ohio.

Koroseal
Trade Mark—Reg. U. S. Pat. Off.
B.F. Goodrich
FLEXIBLE SYNTHETIC

APRIL

Mobil-Care



Engine Oil Changed to New Mobiloil

"CLEAN HOUSE!" Replace winter-worn oil with the World's Largest Selling Motor Oil—to keep your engine Mobiloil Clean—protected against deposit formation and wear.

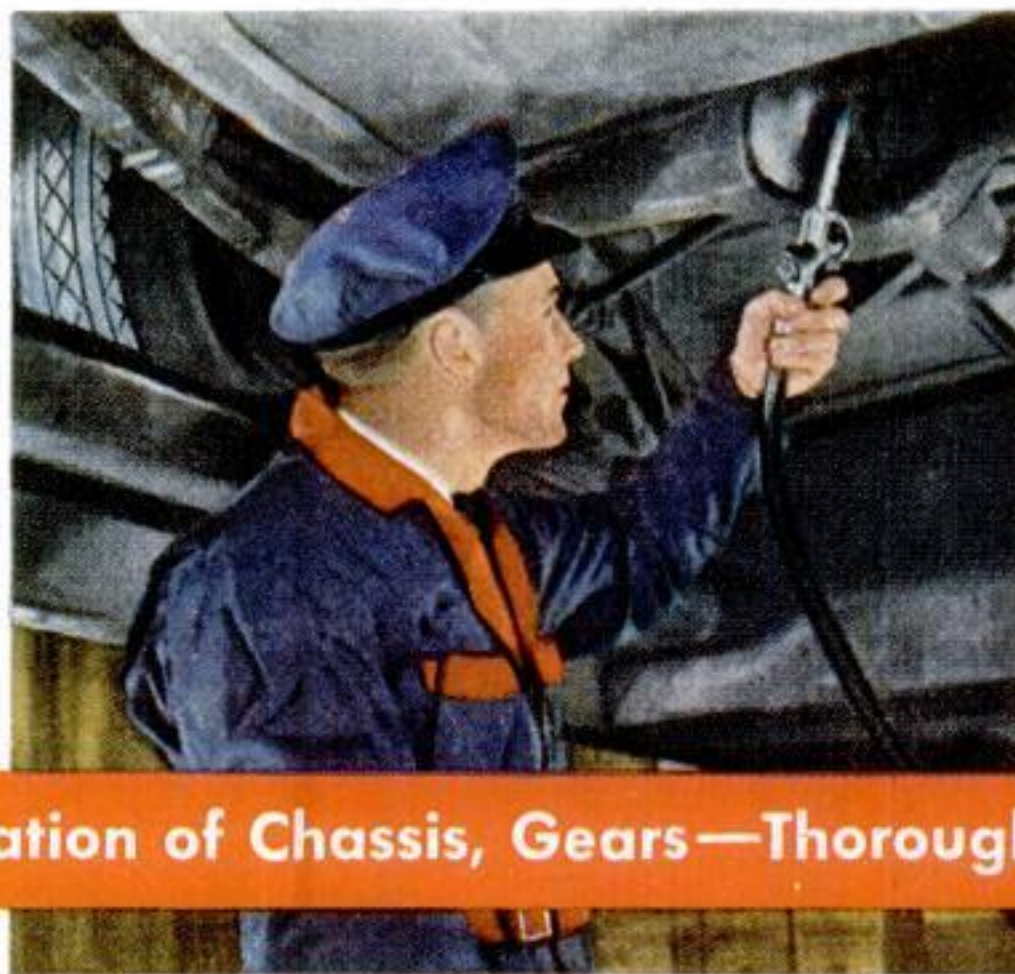


HERE'S POSITIVE PROOF New Mobiloil cleans out engine deposits. Fig. 1—piston after 17,000 miles with "just oil." Fig. 2—same piston after 2,000 more miles with New Mobiloil.



Mobilubrication of Chassis, Gears—Thorough Inspection

YOUR CAR RIDES EASIER, QUIETER, SAFER after this complete service. Scientific chart of your make and model car eliminates guesswork. Spring shackles, steering gear, all chassis friction



points protected with time-tested Summer Mobilgreases. Differential and transmission get clean, tough Mobiloil Gear Oil in the correct grade for summer driving.



YOU AVOID ROAD TROUBLES—Your battery, oil filter, air cleaner, spark plugs and tires are checked by your Mobilgas dealer... helps stop trouble before it happens.



GET YOUR CAR

Summerproof Your

UNDER THE UMBRELLA, TOO

with Summerproof Protection!



Mobilgas Flying Horsepower

QUICK RESPONSE when you need it — Flying Horsepower in traffic — on hills — and open road! That's what you get when your Mobilgas dealer fills your tank with peppy, economical Mobilgas, America's Favorite Gasoline!



Mobil Friendly Service

YOU'RE ALWAYS WELCOME to these courtesies at your Mobilgas dealer's. Your windshield and rear window cleaned, tire pressure and radiator level checked. The friendly, finishing touch to Mobil-Care for April!

**Mobil-Care means better Car Care—
See Your**

**Mobilgas
Dealer**



Complete Mobil Radiator Service

RADIATOR CLEANED — rust and scale removed with Mobil Radiator Flush. Mobil Hydrotone added to fresh water to help prevent further corrosion.



CHECK FOR LEAKS, WORN PARTS — Inspect cooling system, fan belt, radiator and heater hose connections. Repair or replace as necessary.

SOCONY-VACUUM OIL CO., INC., and Affiliates: Magnolia Petroleum Co., General Petroleum Corp.
TUNE IN THE MOBILGAS PROGRAM — MONDAY EVENINGS, 9:30 E.S.T. — NBC

Entire Car

**AT THE SIGN OF
FRIENDLY SERVICE!**



You'd be surprised what **HEMO*** might do for you!

IF YOU THINK you're only as old as you *feel*, here's something worth considering . . .
Add Hemo to your regular meals for the next 30 days!
You may get a wonderful surprise!

Here's why: Two glasses of Hemo made with milk supply a whole day's needs of all the essential vitamins and minerals shown on chart at right.

And you know how *essential* these vitamins and minerals are to your well-being.

Both young and old love Hemo's rich, milk-chocolaty flavor. Cold, it's so *refreshing*. Hot, it's so *relaxing*. Grand at bedtime! Only 59¢ a jar . . . about 2½¢ a serving. Get Hemo today!



JUST ONE GLASS of Hemo gives you:

- The Vitamin A in 3 boiled eggs! 
- PLUS**
- The Vitamin B₁ in 4 slices of whole wheat bread! 
- PLUS**
- The Vitamin B₂ (G) in 4 servings of spinach! 
- PLUS**
- The Vitamin D in 3 servings of beef liver! 
- PLUS**
- The Niacin in 3 servings of carrots! 
- PLUS**
- The Iron in ½ pound of beef! 
- PLUS**
- The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined 

Borden's Hemo

Drink your vitamins and minerals...and like 'em!

HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists	2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A 4900 USP units
333 USP units	VITAMIN B ₁ 400 USP units
2 milligrams	VITAMIN B ₂ 3 milligrams
400 USP units	VITAMIN D 410 USP units
(Not set)	NIACIN 10.3 milligrams
10 milligrams	IRON 15.7 milligrams
750 milligrams	CALCIUM 950 milligrams
750 milligrams	PHOSPHORUS 750 milligrams



POWDER AND LIQUID
BOTH LUSCIOUS
BOTH SAME VITAMIN RICHNESS
BOTH MAKE 24 SERVINGS



*Reg. U. S. Pat. Off. © The Borden Company

LETTERS TO THE EDITORS

WHO IS TRAVEN?

Sirs:

You want to know who is Bruno Traven, the mysterious novelist nobody knows (LIFE, March 10)? Traven is a German anarchist. Under the name of Ret Marut he participated in the Bavarian revolution, the radical uprising directly after World War I. He escaped from a military carriage on his way to the place of execution and disappeared from Germany around 1925.

The few facts known about Traven and a close reading of his novels support this solution of the mystery. It is known, for instance, that his most famous novel, *The Death Ship*, was first published in Germany. In the novels that are in English it is evident from the style that the construction is that of a middle European trying to use American slang. Added to this is the fact that Traven's books are full of anarchist ideas, a hatred for authority and inequality. . . .

Several of Traven's European comrades are anxious to get in touch with him now that it is relatively safe in Germany. It is hoped that this letter will induce him to leave his forced seclusion to take an active part again in the fight for his ideals.

MICHAEL GRIEG

New York, N.Y.

Sirs:

Immediately after World War I there was published in New York a pocket-size magazine called *Bruno's Review of Two Worlds*. Its editor was a brilliant young man named Guido Bruno.

The magazine folded in 1922 or 1923, and Bruno moved to Detroit where he opened a shabby little secondhand bookstore. It was the hangout for a group of newspapermen, of which I was one. It was either in late 1923 or 1924 that Bruno got fed up with things in general, sold out his stock and confided to a few of us that he was going to Mexico, never to return. One or two of the reporters received postcards from him after he arrived in Mexico, but that was the last heard of him.

Later I read in the newspapers that the American embassy in Mexico City had been asked to find him and had failed to discover a trace. . . .

FELIX HOLT

Penns Park, Pa.

Sirs:

As Traven's agents in this country, we were interested in your piece on him. All I know about where he lives is that it is a 14-hour bus ride out of Acapulco.

Although he professes a complete ignorance of American publishing conditions and practices, he is in truth quite well posted and quite a good judge of what makes publishers' offices tick in New York.

ALAN C. COLLINS

Curtis Brown, Ltd.

New York, N.Y.

BATTLE OF THE ARTISTS

Sirs:

The story of Stuart Davis and his work (LIFE, Feb. 17) was an event of importance and LIFE is to be congratulated for its courage in presenting modern art to its readers. But Winthrop Sargeant's text implied that abstract painting is his pet irritation.

How fortunate for you that a jack-in-the-box knight named Aaron Boh-

rod drops his brushes to grab his pen and bears up your views of what you like in art (Letters to the Editors, LIFE, March 10). Let's all get together and have a good old-fashioned sing. Of course artists of Aaron Bohrod's ilk are on the defensive these days. Since the Brownie first appeared on the popular scene all of us acquired the ability to become creative artists in our own right. Fine pictures are certainly produced in this form and Aaron Bohrod is the boy to do it. The rub is that this kind of picture-making shows a lack of gray matter, no poetry, no profound message. In the end we are left with no sensory stimulation and we understand our lives as little as we did before. . . .

Stuart Davis is an artist distinctly of our time who set himself the job of creating a language in picture-making that had an awareness and a oneness with his time. He even discovered for himself a true folk music, jazz. He has nothing in common with grandma's functional Euclid, nor are his pictures merely "a note of color on the walls." Mr. Davis occupies a top position in American art. Artists of integrity do not stoop so readily to agree with writers like LIFE's Mr. Sargeant, Mr. Bohrod!

LOUIS GUGLIELMI

New York, N.Y.

● Artist Guglielmi is the winner of the Pepsi-Cola Prize for 1944, is represented in the Metropolitan Museum of Art and the Museum of Modern Art, among others. He has been called a "magic realist."—ED.

Sirs:

I was gratified to learn that Aaron Bohrod believes art should be in close contact with life. I had no idea he was on our side. Knowing only his pictures, I had taken it for granted that he was strictly a How-to-Paint-without-Offense man. You know, like they teach in the art classes. But with this public statement a new Bohrod unveils himself, deeply imbedded in life, against a background of guaranteed Culture. Foolproof and authentic, like

CONTINUED ON NEXT PAGE

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**Easter Magic
brings bright smiles . . .**

**Science helps
keep them bright!**

**LISTERINE TOOTH PASTE HELPS CLEAN
MANY OF THE DANGER SPOTS
WHERE 3 OUT OF 4 CASES
OF DECAY START!**

If the Easter bunny could grant one wish, about your child's appearance, you'd be wise to choose a friendly, radiant smile! However, if you don't believe in the Easter bunny, and do believe in Oral Hygiene, here's something you should know about radiant smiles!

More than 3 out of 4 cases of tooth decay start in tiny little flaws in the enamel. Little cracks so small you often may not realize they're there—so very very tiny, that a dentifrice

less efficient than Listerine Tooth Paste may skip right over them!

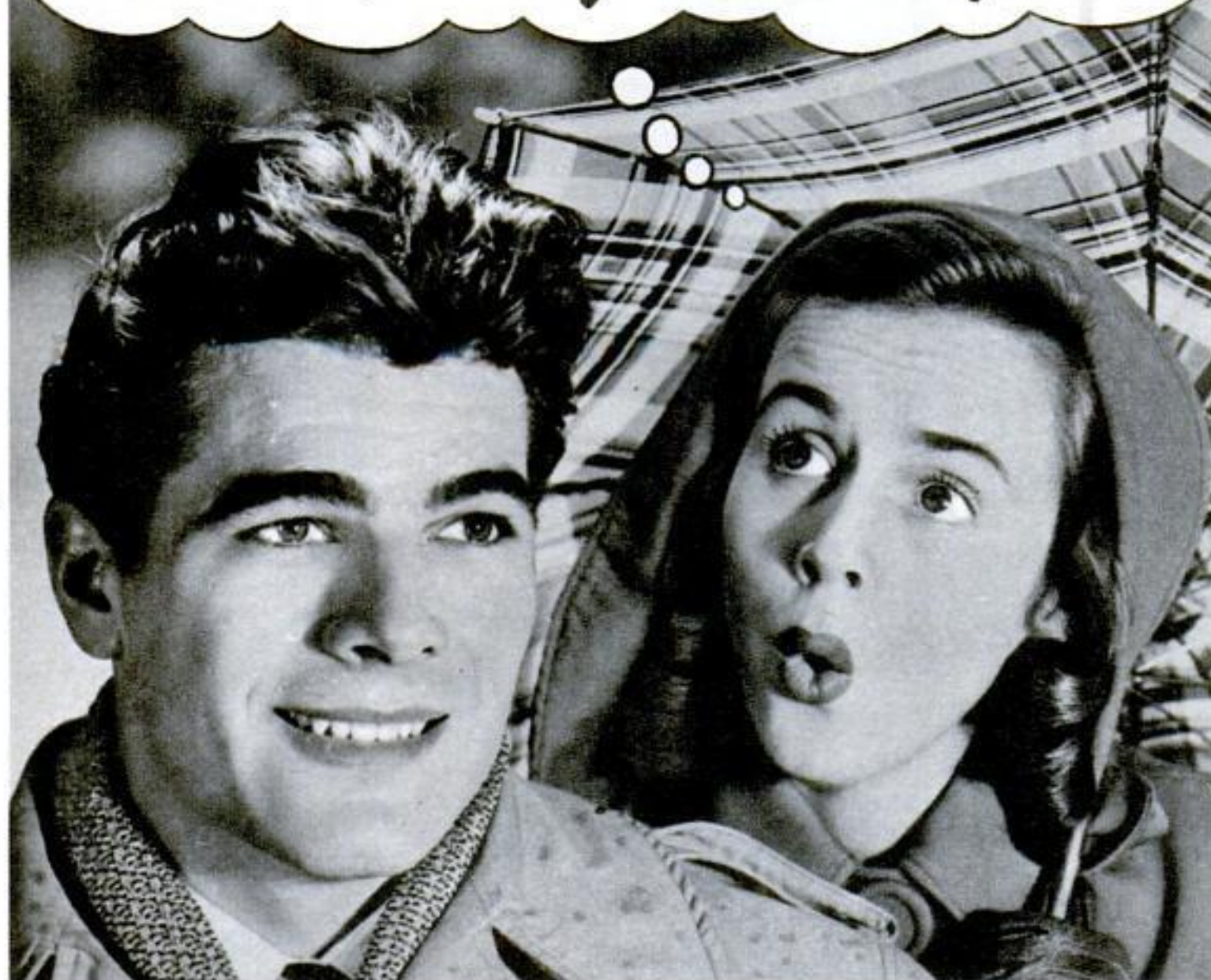
So, next time you buy tooth paste, remember 3 out of 4 . . . and get Listerine Tooth Paste! Yes! Listerine Tooth Paste contains a special ingredient that helps clean many of these tiny . . . but so important . . . danger zones. Definitely, all dentifrices are not alike! Ask for Listerine Tooth Paste, a cleansing "Prescription for Your Teeth"!

LAMBERT PHARMACAL CO., St. Louis, Mo.



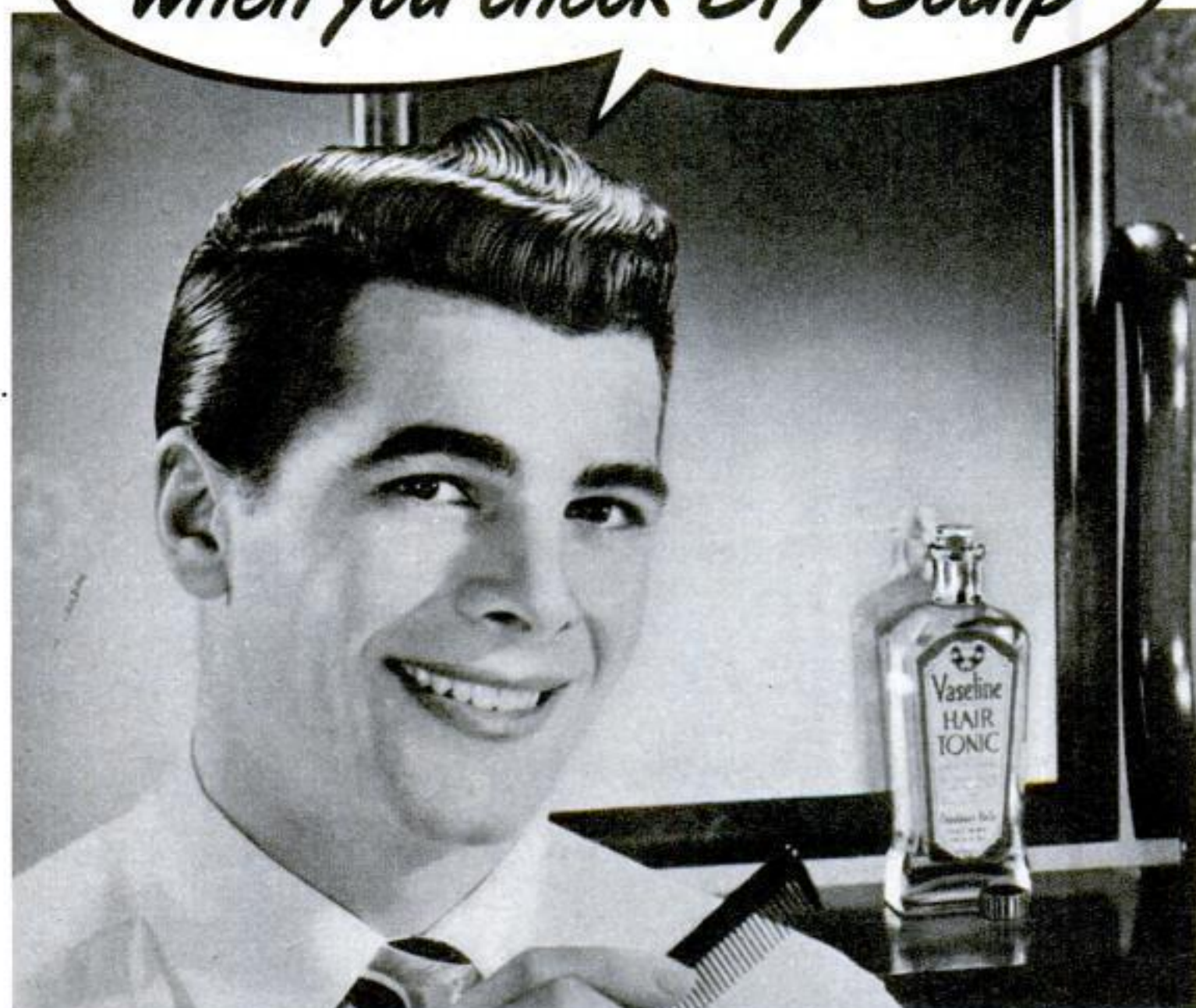
If you prefer Powder, ask for Listerine Tooth Powder—on sale at all drug counters.

oh-oh, Dry Scalp!



"WHETHER IT'S RAIN or shine, he *always* has a bedraggled look. His hair never looks combed . . . it's so lifeless and straggly . . . full of loose dandruff, too. He's got Dry Scalp, all right. I'd better tell him . . . quick . . . about 'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



WELL-GROOMED HAIR is easy to have—with the daily use of 'Vaseline' Hair Tonic! A few drops every morning—and your hair takes on new lustre—new neatness. You check loose dandruff and Dry Scalp. It contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It's double care . . . both scalp and hair . . . and more economical than other hair tonics, too.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

LETTERS TO THE EDITORS

CONTINUED

an unread edition of Shakespeare in the parlor.

I want to say to Aaron: solid, old man. Dig that righteous classical jive. Hep yourself to this fine Modern Art we have been getting up for the people and which they all like so much. Forget that "abstract" psychosis. Don't be so square, Aaron, and before you know it you'll be out there jumping with all the cats. Better listen to me, old man, or else they'll soon have you playing second fiddle on the scrub team at the Metropolitan Museum.

STUART DAVIS

New York, N.Y.

BRITAIN'S COAL CRISIS

Sirs:

In a letter published in your March 17 issue, Austin Hoy states that your editorial on British coal production (LIFE, Feb. 24) is "almost funny to one who spent 26 years of his life helping materially to mechanize British coal mines."

Well, as one who spent five years as a member of the Combined Raw Materials Board and Combined Production and Resources Board and therefore was in daily touch with the British coal problem and deeply perturbed about it, any suggestion of the British mines' reaching the point of diminishing returns in modern mechanization sounds funny to me.

One of the best descriptions was given by John L. Lewis, appearing recently before a House committee. He said, "The British Miners' Federation for 40 years has opposed the introduction of machinery into the mines, the utilization of power, on the sole ground that it would create unemployment, destroy job opportunities. The British mineowner has never seriously advanced the cause of modernization."

It was the conclusion of some of our best mining experts that only by starting from scratch, digging new shafts and entries, equipping with new underground machinery, could British coal production ever be restored at good volume and reasonable cost. The remedy cannot come by political means. It cannot be achieved by simply nationalizing the mines. It is a technical problem and may require 20 years for solution.

The coal problem of this winter is not entirely one of cold houses and shut-down factories. It is also a major economic problem in that the price of British coal is at least double what it was before the war. Regardless of price there is practically no coal for export and an inadequate supply for British export industries. It takes about two tons of coal to make a ton of steel. There are not many exports without steel, so the British problem is compounded and confounded. Such is the essence of one of the cruelest facts of contemporary history.

WILLIAM L. BATT

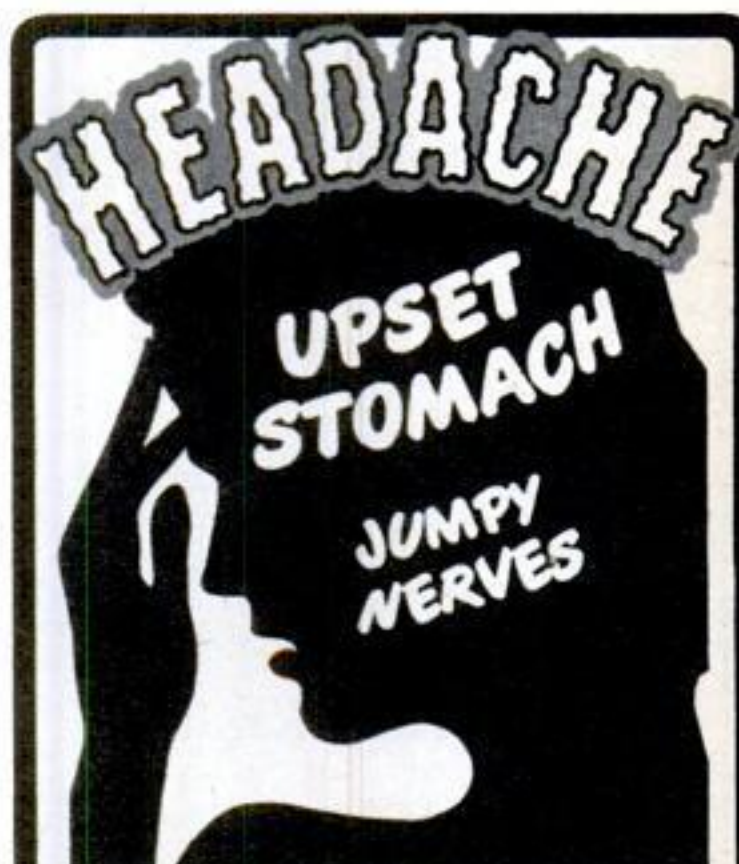
Washington, D.C.

ONE-WORLD RELIGION

Sirs:

Paul Hutchinson's excellent article, "Religion Around the World" (LIFE, March 10), suggests that now is the time to push hard for one religion for One World. . . . Let's begin right here in our home towns by teaching a religion grounded in man's needs and nature, by drawing upon the best in all existing religions and by resisting

CONTINUED ON PAGE 12



TAKE FAMOUS
BROMO-SELTZER



RELIEF!



When upset stomach and jumpy nerves hit with headache . . . take Bromo-Seltzer right away. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble.

Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action . . . ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help

BROMO-SELTZER

A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887



How many do you have in your house?

Counting on your fingers is fair. But first, make a quick *guess*: How many *electric motors* do your home-work for you? Would you say 3? 5? Maybe 10?

Now count 'em up. It's easier if you think of them room by room. How about the bedrooms? Electric clocks and shavers each have a motor. So do the fans you use in summer.

A modern kitchen is a gold mine. There's a motor in the electric refrigerator, the food mixer, the ventilating fan. (The list at the right will remind you of others.) Don't skip any rooms. Even the basement and storeroom may be rich picking.

Finished? How does the count compare with

your guess? Most people guess way low. Actually, 10 motors per house is common—20 is not unusual!

But, whatever the number, the point is true. We seldom realize how many jobs electricity does for us, because it does them so dependably, regularly and cheaply.

You've helped bring this about by taking advantage of so many electrical opportunities. And the men and women of the *business-managed* electric companies are *always* working to bring you *better* service at *lower* cost. That's why the price of electricity has gone down and down, while the price of almost everything else has gone up and up.

Here's a Partial List of Electrical Helpers— Each One Operated by an Electric Motor

Clocks	Disposal Units	Electric Trains
Fans	Ventilating Fans	Power Tools
Shavers	Food Mixers	Oil Burners
Vibrators	Vacuum Cleaners	Coal Stokers
Sewing Machines	Washing Machines	Heater Blowers
Record Players	Ironers	Attic Fans
Refrigerators	Heaters with Fans	Movie Projectors
Dishwashers	Food Freezers	Pumps
	Hair Driers	

America's *business-managed*, tax-paying

ELECTRIC LIGHT AND POWER COMPANIES*

Listen to the New Electric Hour —
the HOUR OF CHARM. Sundays, 4:30 P.M., EST, CBS.

*Names on request from this magazine.



Rather punch a porcupine than shave?

DOES YOUR face feel prickly after every shave? Does the whole process strike you as capital punishment?

Buck up. You just happen to be

one of the many he-men who have wiry whiskers and tender skin.

You can do something about the morning agony—if you know that...



You need a heavier cream to shave a tender skin

MOLLÉ is a *heavier* cream. It's a brushless cream that takes the starch out of the toughest beard and makes a breeze out of a lighter one.

Since it's heavier, Mollé not only softens your whiskers, it holds 'em

up straight. Lets your razor glide right through 'em!

You shave faster, you shave closer, you shave easier, and you shave *painlessly* when you use Mollé. Try it. Pronounced "Mo-lay."



LETTERS TO THE EDITORS

—CONTINUED—

the temptation to extol Christianity or Judaism, or our particular branch of either, as the last answer in religion.

Will it be difficult? Of course. There will be determined opposition from every division of every great religion.

Has it been tried? Yes. I, among many, do not hesitate to use—we eagerly use—scriptures and responsive readings from Buddhism and other non-Christian sources. We believe Jesus, were He here now, would do the same. Even more, with His emphasis upon freedom and truth, we believe that He left the way wide open to go beyond what He taught.

REV. CHADBOURNE SPRING
Melrose Unitarian Church
Melrose, Mass.

RADIO, TAKE IT AWAY!

Sirs:

As emcee of the American Broadcasting Company's daily housewife program, *Ladies Be Seated*, I thought your article on Paramount's *Radio, Take It Away* (LIFE, March 3) was tops and your picture showing a surprised housewife being squirted with breakfast cereal via telephone a terrific stunt. My technicians are now working on a similar stunt which will splatter delighted housewives with Aunt Jemima Pancakes (my sponsor) served with syrup and butter via short wave.

Incidentally your statement about "browbeaten contestants" stands a bit of correction. . . . It's the emcees who are really browbeaten. This pho-



BROWBEATEN EMCEE

tograph will show you what I mean. . . . While rushing down the aisle of the studio to plant a kiss on an unsuspecting contestant, an overenthusiastic fan stuck her foot out and tripped me. Result was a broken ankle, and I conducted the program from a wheelchair for five weeks. Not only do I lose weight on each broadcast, but I work myself up to such a pitch during the program that I invariably wind up as an unrevived zombie.

JOHNNY OLSEN
American Broadcasting Co.
New York, N.Y.

"LIFE'S" LOBOTOMY

Sirs:

For years I have wondered how you could print pictures of fat, stupid, naked women and call them art; how you could glibly twist and turn the truth to suit your purposes; why you are so hell-bent on making heroines out of darn fools and darn fools out of heroines.

But at last, boys, your secret is out! After reading "Psychosurgery" (LIFE, March 3) I realize you have all had a prefrontal lobotomy!

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LIFE'S REPORTS



IN ITALIAN COMEDY the GI-fed black market is satirized. Above: inspector raids dying man's home for cache of cigarettes, finds them under bed.

HOW AMERICA LOOKS ON THE ITALIAN STAGE

by EMMET HUGHES

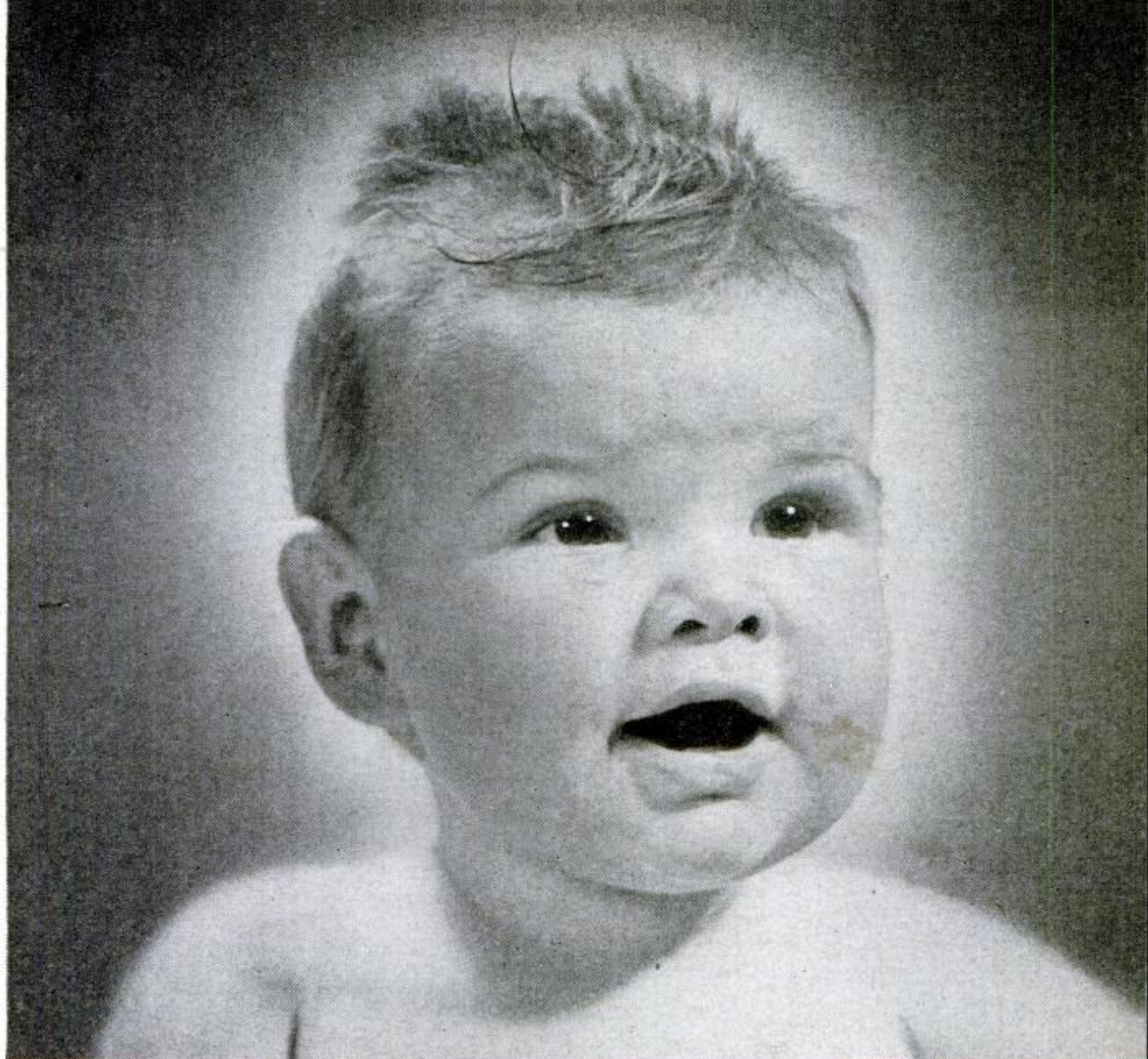
BY CABLE FROM ROME

For many years the U.S. has meant a land of freedom and riches to most Italians. Millions migrated there and millions of others dreamed of doing so. Then came the war, and the U.S. with its troops, jeeps and cigarettes came to Italy. The result, as reflected in the revived and lively Italian theater, is a new view of the "promised land."

All references to the U.S. which have been made in recent Italian plays deal less with the country itself than with the presence of U.S. troops in Italy and their impact on Italian life and especially on the black market. Thus *Naples Millionaire*, probably the biggest success of the Italian theater in the last year (produced, written and acted by brilliant Eduardo de Filippo), tells the wartime story of a Neapolitan family which grows rich on black-market operations after the Americans arrive. Naples, of course, has been notorious for systematic thievery, and the oldest gag in postwar Naples is about the triumphant theft of a Liberty ship from the bay. In the second act of *Naples Millionaire* the leading character delivers a long, droll discourse aiming to prove that Neapolitans are no greater thieves than other people and he concludes with the line, "After all, we couldn't have got away with that Liberty ship by ourselves." Neapolitan audiences howl appreciatively.

The well-costumed and fast-paced road-show revue of the *Compagnia Rabagliati*, which has been touring the country from Sicily to Milan, has as its most successful skit a farce dealing with the supposed occupation of New York by the Italian troops, following America's unconditional surrender to the Axis. The skit is a genuinely funny and faithful take-off on Italian relations with the U.S. armies in Italy. New York has been badly bombed. Italian MPs direct New York traffic. Unhappy refugees who cross the stage are DPs from San Francisco. Italian soldiers chat happily of dates they have had or are going to have with Ginger Rogers. The newspapers sold on the street corner carry such headlines as "Italy Gets Russia as Colony," "Croatia Demands Canada." New Yorkers happily display fine equipment or clothes which they have either stolen from the occupying army or bought on the black market, and everyone pays fantastic prices for the notoriously unsmokable Italian *Nazionali* cigarettes in preference to mere Camels or Chesterfields. The sweet New York girl, who has dreamed all her life of going for a ride in a Fiat with an Italian soldier and ending by marrying him to spend the rest of her life in Italy, finally gets her Italian "GI" and brings the story to a happy end. The sharpest line of the skit is spoken by the American black-marketeer arrested by the Italian police who claims immunity because "I was a member of the resis-

CONTINUED ON NEXT PAGE



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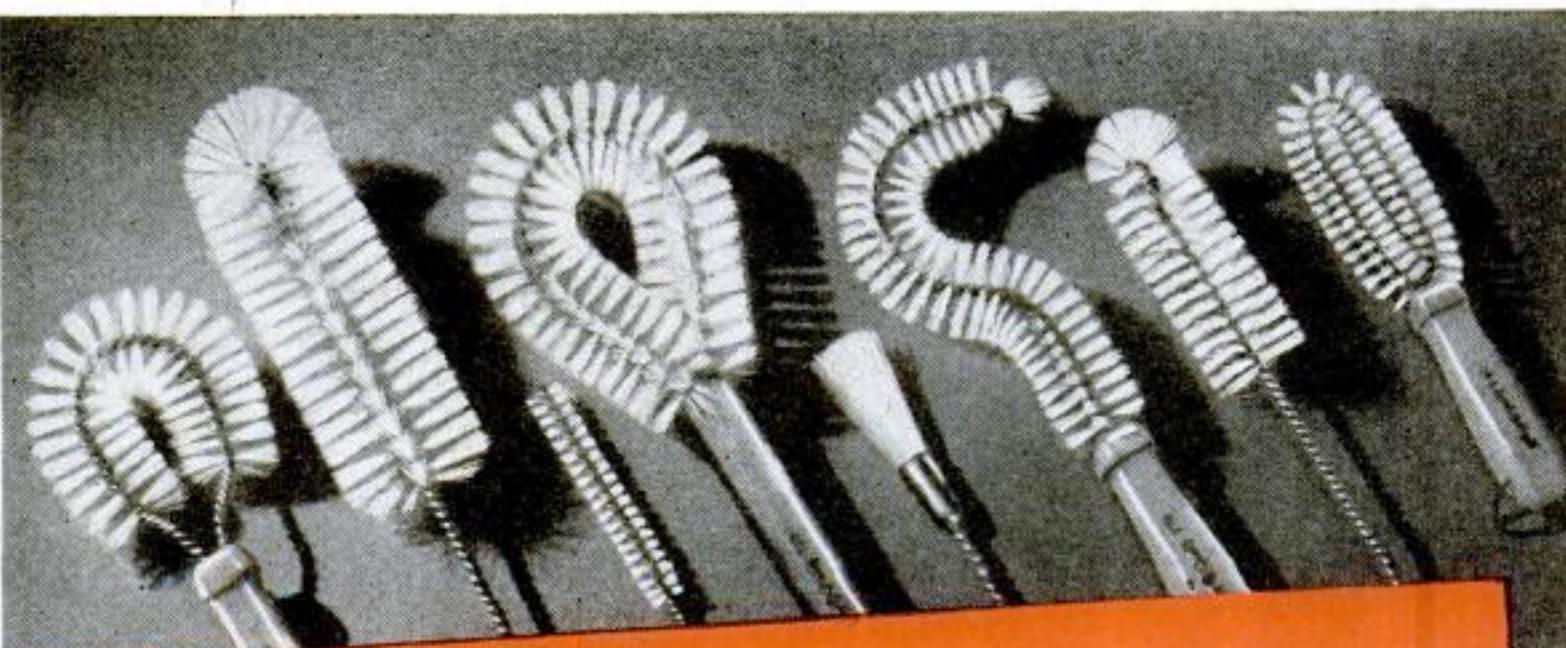
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BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

LIFE'S REPORTS CONTINUED

tance group against that Democrat Roosevelt."

The reaction of the Italian public and critics to postwar local productions of American plays has often revealed not only the earlier preconceptions about U.S. life but also certain attitudes of mind that make it impossible for Italians to understand, much less esteem, the plays themselves.

Last summer *Our Town* was tried in Rome. It misfired badly. Though many critics strove hard to say kind things about it, both critics and audience generally thought it "strange." The kind of Protestant, New England small-town life the play projected meant absolutely nothing to the audience and left them bored and cold.

A little less than a year ago *Life with Father* met just as cool a public reception but took a much rougher beating from the critics. The most frequently used adjectives in critical reviews of a play that has played continuously on Broadway for more than seven years were "superficial, infantile, naive." One critic said, "Its success in America is incomprehensible. This is comedy pitched at a level adequate for high-school children."

But others, not just professional left-wingers, thought it was a damningly faithful projection of America, where its success was easily understandable. The independent Rome daily, *Il Momento*, said, "This is a prime example of American *qualunquismo* (mediocrity). Here there is no serious drama, no meaningful tragedy—but it is naturally acclaimed by a people who like to see on their stage only a depiction of their own small lives." Another left-wing critic wrote, "In every act someone is eating something. This kind of home-cooked comedy, a sort of gastronomical farce, has

CONTINUED ON PAGE 18



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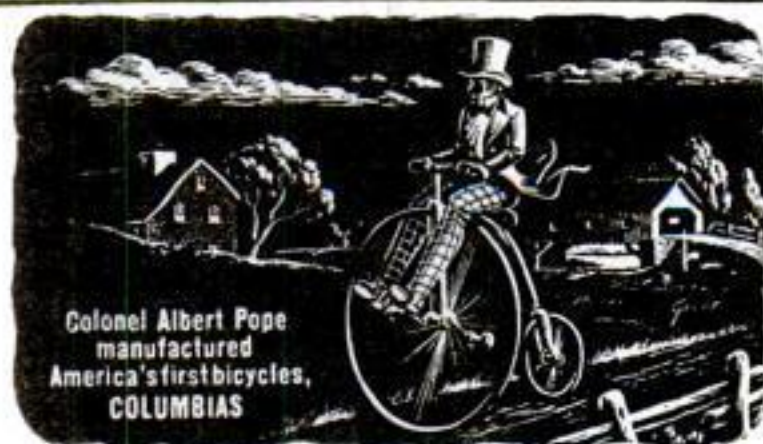
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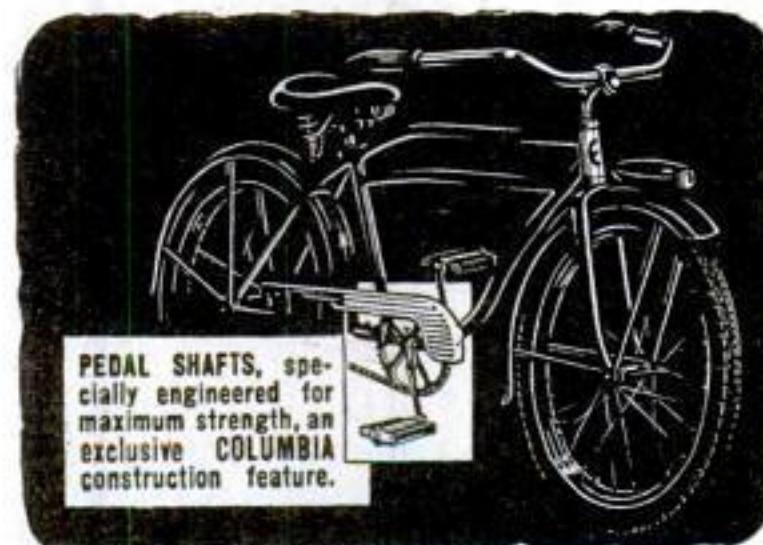
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LIFE'S REPORTS CONTINUED

been very popular in America and represents the U.S."

Audiences generally concurred with the judgment of the critics. Two things which seemed particularly absurd to Italian audiences were Father's crisis over getting baptized late in life ("We get that taken care of the first week we're alive") and the antics of the children who, in Italian eyes, looked both surprisingly immature for their age and sadly undisciplined.

Perhaps the best summary of both audiences' and critics' reaction was this opinion from an independent newspaper: "Who knows but what Premier de Gasperi may have got mixed up in the theater and staged this? Like him it praises all the simple virtues—but it is so very, very dull."

The case of *Life with Father*, and also, to lesser extent, of *Our Town*, illustrates the basic point that Italian audiences rarely if ever understand or appreciate theater dealing with middle-class life in America. A lurid tragedy, a sophisticated drama of high society or a serious treatment of social problems—these have meaning and appeal for them. But the "bourgeois" play makes absolutely no impression.

A striking case by itself, however, is that of last year's showing of *Tobacco Road*, which ran for seven and a half years on Broadway. This fell into one of the categories of plays which might have appealed to Italian audiences deeply. But it flopped utterly for the one reason that no Italian would believe it. A critic for an independent Rome paper stated flatly that "This world doesn't exist. It never could exist. It's impossible." Even the Communist daily, *Unità*, naturally receptive to evidence that American capitalism is corrupt, drew the line. "This seems unreal," *Unità* said. "Such ugly life cannot be in America." And the same critic added, "Moreover, this is not a fit subject for art." A politically independent critic summarized it this way: "If people like this really do exist in America, we cannot possibly understand why Americans for several years have enjoyed watching them perform on a stage."

One Italian who saw *Tobacco Road* crisply stated his reactions to a friend of mine with what, for him, was the decisive measure of the play's absurdity: "Why, things aren't even that bad in Sicily!"

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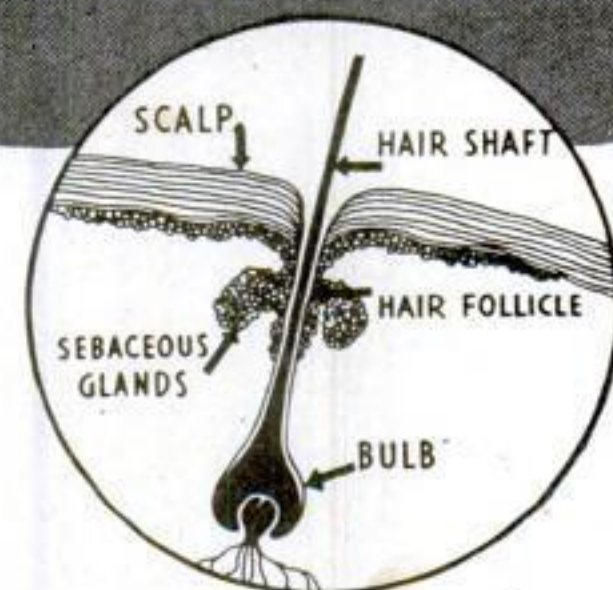


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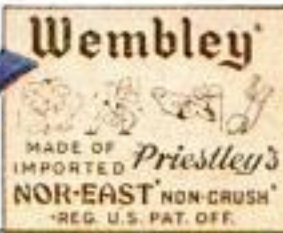


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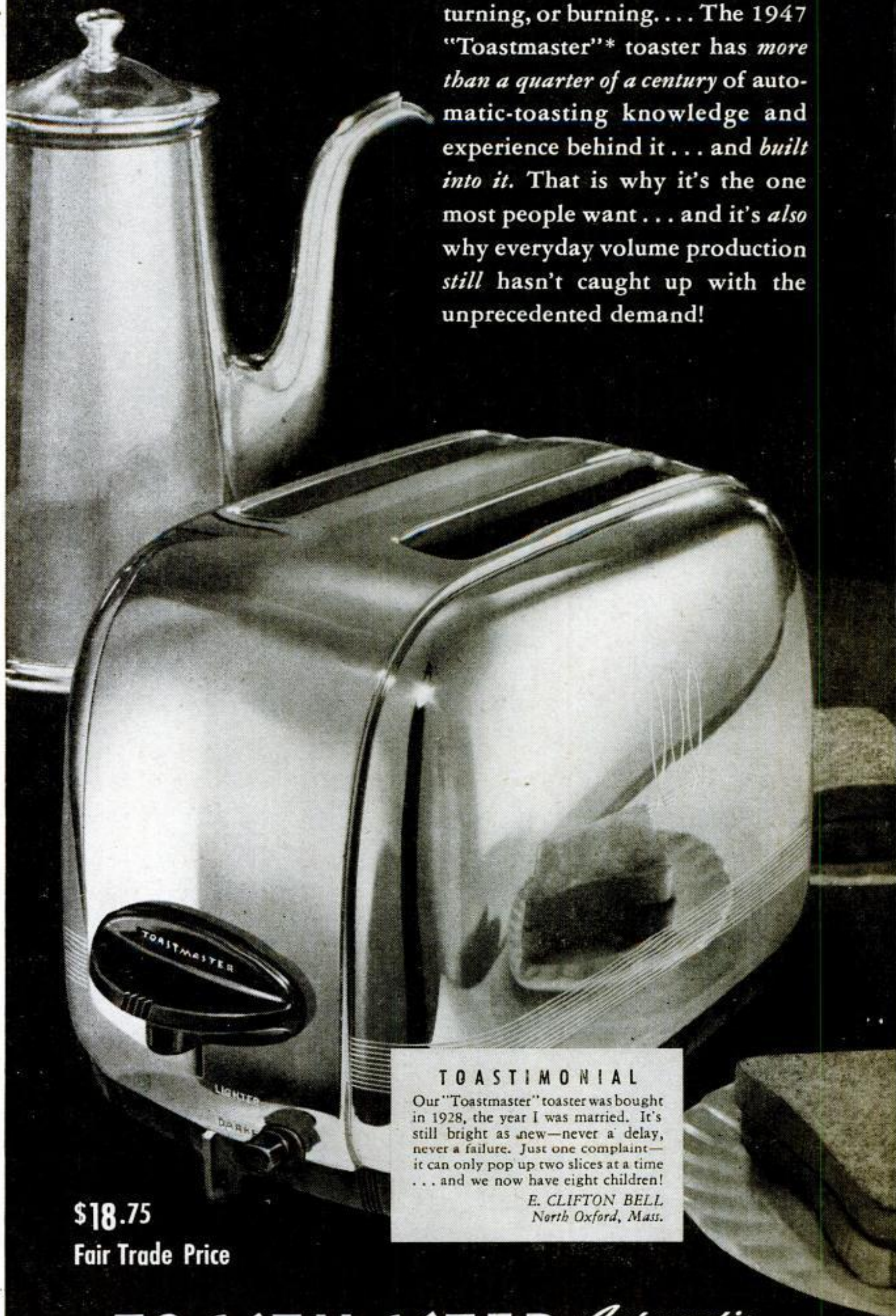
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and the two-faced pilot who is happy when upside down, crashing when upright. less mold into one face two related characters, like Bert and Doris (opposite side down), Whistler's fantasies are not pure palindromes, but they nevertheless "Madam I'm Adam." Since they look different when reversed (turn the page up-saw Elba," and the first words Eve heard from her spouse were supposedly,

Rex Whistler's reversible faces, when looked at this way, illustrate pictorial-ly an old literary gag known as the palindrome, invented by the Greeks and de-fined as a word or line that reads backward as well as forward (from *palindro-mos*, "running back again"). Thus Napoleon is said to have uttered a classic palindrome when asked if he could have conquered England: "Able was I ere I

... UPSIDE DOWN, THEY BECOME "PICTORIAL PALINDROMES"

SPEAKING OF PICTURES...

LADY CARDIGAN FITZABDELY



LORD LITTLERAY OF SUNSHINE

WHISTLER XER

SPEAKING OF PICTURES...

... THESE FACES ARE DRAWN TO BE TURNED UPSIDE DOWN

The queer-looking individuals scowling from these pages are figments of the waggish imagination of the late Rex Whistler, a famous English muralist, decorator and stage designer who was killed in 1944 while leading his Welsh Guards tank troop across Normandy. Kentish-born Rex Whistler, who was 39 when he died, had lived like a character out of an Evelyn Waugh novel and left

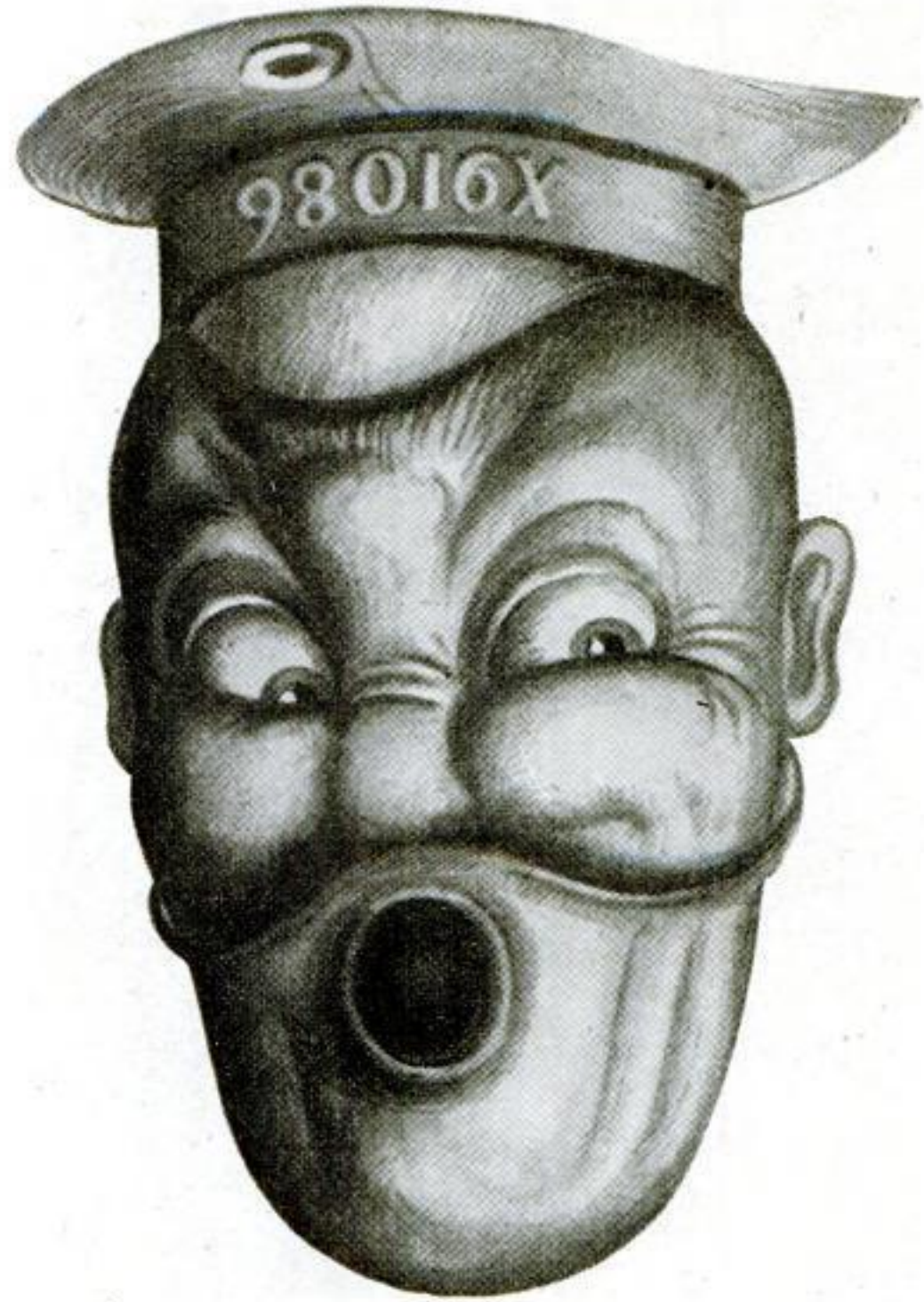
behind a host of such saddened friends as Her Majesty Queen Elizabeth and Lady Diana Duff Cooper. He also left a collection of curiously drawn, schizophrenic faces. These, accompanied but not improved by his brother Laurence's ill-contrived verses, have just been published in London as *OHO* (John Lane, \$1), probably the only book that is entirely readable upside down and backward.

BERT'S GIRL, DORIS



BERT, A COCKNEY

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SPEAKING OF PICTURES

CONTINUED

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Never seen you sitting on the bed,
Sitting upright hours on the bed.
Mumble mumble voices down below.
Clock's begun to swing them to and fro,
Swing the bedroom softly to and fro.
How much longer can you keep it tightened,
Keep it bursting from your fingers tightened?
Mrs. Stringle, why are you so frightened?

HIS DEMENTED WIFE



MYSTERIOUS HUSBAND

He did seem, as we talked, a trifle silent:
Thoughtful, perhaps. Of course I'd heard the gossip—
Nobody's seen her for ten years—he keeps her
Locked in a room—and so forth. I'd forgotten.
We had farm-matters to discuss . . .

Then he was silent just a shade too long.
I glanced up, noticed that his head was tipped
Backward. Trying to remember something? Well, maybe.
Then in a flash I got it: he was *listening* . . .
No, not a sound! The building was death-still
To *my* ears. Just the clock's flat tick. And then—
You'll say I'm fanciful—it seemed as if
He wasn't there: had somehow joined the thing
Up through the ceiling: become one with it:
Was talking to it, all else drained away
Out of his sagging features.

At this point

It seemed politer to withdraw!

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SPEAKING OF PICTURES

CONTINUED

THIS SOLE SETS THE PACE

For Style . . . For Comfort . . .
For Longer Wear . . . It's NEOLITE!

SPRING AGAIN! And your feet are first to know it—when you're wearing shoes with **NEOLITE** Soles! **NEOLITE** comes in smart, bright colors (to set your feet up in style) as well as in brown and black. And what soles! They're not rubber, not leather, not plastic, not fabric. They far outwear the best leather!

Get ready to step out in the style parade—in shoes with **NEOLITE** Soles. See them on the finest shoes at the finest stores.



OPEN-AIR SANDALS with striking colored **NEOLITE** Soles are catching every style-conscious eye. And the daintiest of shoes stay trim and new-looking longer with **NEOLITE** Soles to help them keep in shape.



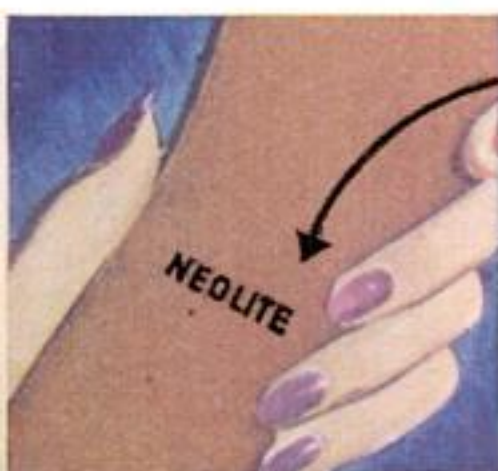
TAILORED TIE-UPS for walking and shopping—rain or shine! **NEOLITE** Soles are waterproof . . . and comfortable from the word go, because they need no breaking in—25 steps prove it!



CUSTOM BROGUES with rugged **NEOLITE** Soles deal out plenty of solid comfort. **NEOLITE** is flexible, yet gives feet firm support. Next time you buy shoes or have a pair re-soled, insist on **NEOLITE** Soles.



WITH THESE MOCCASIN-TOED shoes, Junior can whoop it up all he wants! The soles are **NEOLITE**, built for long wear! Sturdy **NEOLITE** is light in weight, non-skid and doesn't mark floors.



MARK THIS MARK!

Only genuine
NEOLITE Soles bear
the name "NEOLITE"

WINGFOOT, NEOLITE—T.M.'S.
THE GOODYEAR TIRE & RUBBER COMPANY

Step on it! 10 million people enjoy

NEOLITE SOLES



Raymond Breinin interprets for the Capehart Collection "The Third Tenebrae Service for Wednesday of Holy Week," by the medieval composer François Couperin. Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer. Or, if you wish, you may write direct to Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Surely, of all events of the Christian Year, the drama of Easter is at once the most poignant and triumphant. The mystery of the Crucifixion, the glory of the Resurrection, singularly move the heart at each retelling. Some of the world's greatest music is based on this majestic theme. Choir, symphony, a clear seraphic voice repeat, for our own time, that history on a lonely hill. You can enjoy this magnificent music today with a new Capehart or a new Farnsworth.

THE CAPEHART



As near perfection as has been the tonal quality of past Capeharts, it is surpassed in the new Capehart. A revolutionary new system so accurately reproduces violin, cello, flute, piano that you should compare the reproduction only with the original instruments. The Capehart record-changer handles records as carefully as the human hand—brings you more than two hours of music without attention. Illustrated is the Panamuse by Capehart, in modern styling—available in bisque or cordovan finish. (As it becomes available, Capehart television will be of the same excellence.) Prices: The Panamuse by Capehart to \$800. The Capehart to \$1750.

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This new phonograph-radio, GK-102, in richly polished matched woods, walnut or blond, is an instrument of superb tonal quality. Equipped with magnificent twelve-inch speaker. Improved Farnsworth 3-point Suspension Record-Changer handles either 12 ten-inch, or 10 twelve-inch records gently and safely. Other Farnsworth models to suit your taste and budget: phonograph-radios in console and chair-side styles; table models in wood or plastic; smart portables that you can operate on batteries or power line. Farnsworth television sets, including table models will shortly be available in certain cities. Radio and phonograph-radio prices: \$28 to \$400.



N.W. AYER & SON

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

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CONTENTS

THE WEEK'S EVENTS

THE U.S. TALKS UP AT MOSCOW	29
PHOTOGRAPHS FOR LIFE by THOMAS McAVOY	
EDITORIAL: THE PRICE OF STEEL	34
EARTH IS PHOTOGRAPHED FROM 100 MILES IN THE AIR	35
CALIFORNIA LANDLORD FIGHTS IT OUT WITH POLICE	36
CHICAGOANS CAMPAIGN FOR CITY OFFICES	38
TWO DOUBLE KNOCKDOWNS OCCUR WITHIN 10 MINUTES	42
HOLLYWOOD PIN-UP GREET'S CHAMPION CHIN-UP	90

ARTICLE

STRUGGLE FOR THE WORLD, by JAMES BURNHAM	59
--	----

PHOTOGRAPHIC ESSAY

THE NEW YORK SKYLINE	99
PHOTOGRAPHS FOR LIFE by ANDREAS FEININGER	

ANIMALS

IOWANS SAVE CONDEMNED DEER	45
HORSES DOWN UNDER AND SWANS AT SOUTHBEND	46
SPRING ROBIN FIGHTS HIMSELF	48

MOVIES

GREENSTREET PLAYS IN "THE HUCKSTERS"	51
--------------------------------------	----

MODERN LIVING

SPRING HATS	83
-------------	----

SPORTS

THE NEW PIRATES	93
-----------------	----

ARCHAEOLOGY

SCIENTISTS FIND ICE AGE AMERICAN	109
----------------------------------	-----

RADIO

MRS. HUSH IS IDENTIFIED	117
-------------------------	-----

THEATER

"THE IMPORTANCE OF BEING EARNEST"	123
-----------------------------------	-----

PEOPLE

AFRICAN BIG SHOT	129
------------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	9
LIFE'S REPORTS: HOW AMERICA LOOKS ON THE ITALIAN STAGE, by EMMET HUGHES	15
SPEAKING OF PICTURES: PICTORIAL PALINDROMES	22
LIFE GOES FOX-HUNTING IN VIRGINIA	134
LIFE'S MISCELLANY: BOSTON BEAN-BLOWING	138

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LIFE'S COVER

With Monet's gay painting *Water-Lilies* as a backdrop, Model Madelon Mason, the girl on LIFE's cover, looks just the way most women would like to look in a new \$60 spring hat. Her hat, by Millinery Designer Irene, is made of straw decorated with lace and a cluster of big pink peonies, and indicates a strong trend in millinery. Breaking away from the flowerpot and skyscraper constructions of other springs, designers are trying hard to make hats which become the wearer (pp. 83-86). But they still give their creations silly names like "I'm in the Mood for Love" and "Best Foot Forward."

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29 THROUGH 33—THOMAS D. McAVOY	73—A. SORKIN FROM SOVOTO
35—OFFICIAL U.S. NAVY PHOTOGRAPH	74—MARK KAUFFMAN
36—RUSS REED FROM OAKLAND TRIBUNE—JOSEPH P. DIEVES FROM OAKLAND TRIBUNE	80—COURTESY CATERPILLAR NEWS BUREAU
37—RUSS REED FROM OAKLAND TRIBUNE EXC. BOT. LT. JOSEPH P. DIEVES FROM OAKLAND TRIBUNE	83, 84, 85, 86—PHILIPPE HALSMAN
38—WALLACE KIRKLAND	90—W.W.
39—GEORGE SKADDING, WALLACE KIRKLAND—GEORGE SKADDING, WALLACE KIRKLAND	93, 94—LOOMIS DEAN
40, 41—FRAN BYRNE	96—A.P.
42—MINNEAPOLIS MORNING TRIBUNE PHOTOS	99 THROUGH 105—ANDREAS FEININGER
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59, 60—DRAWINGS BY MATT GREENE	120—SCHUYLER CRAWL FROM PICTURE SURVEYS, INC.
	123, 124, 126—EILEEN DARBY FROM G.H.
	129, 130, 131, 132—ELIOT ELISOFON
	134, 135—EILEEN DARBY FROM G.H.
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and postage for return. If your watch is damaged as a result of misuse or accident, the movement will be repaired for \$1.00, regardless of damage; the case will be repaired for \$2.00, regardless of damage. If both movement and case are damaged, they will be repaired for \$3.00.



How to make a muscle

Our young friend has growing pains. He yearns to bulge a bicep. Although he doesn't know it, he's quite a man for his age — holds his own on the playground and in the classroom. *And at the dinner table.*

In wealth of food resources, this is a fortunate country.

But using those resources — making the most of them — is where America shows up best. We have good foods because we've learned more about how to grow and process, pack, ship and store them.

Another reason this is the best nourished nation is because we've taken foods apart,

isolated their vital elements and applied this knowledge to feeding babies, growing children, mothers, workers everywhere.

National Dairy has had a large share in the country's progress in foods, particularly in dairy products like milk, cheese, butter and ice cream. Some of the foods you'll eat today will bear the National Dairy labels shown on this page.

Many of the *new* foods you'll eat tomorrow will bear these labels, too. There is much progress still to be made in feeding America's millions. And National Dairy laboratories are dedicated to this endlessly important job.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



NATIONAL DAIRY
PRODUCTS CORPORATION
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LIFE

Vol. 22, No. 13

March 31, 1947

THE U.S. TALKS UP AT MOSCOW

PHOTOGRAPHS FOR LIFE BY THOMAS McAVOY

On March 9, U.S. Secretary of State George Marshall arrived in Moscow to work out the German and Austrian peace treaties at the Big Four Council of Foreign Ministers. By last week the implications of the meeting had become far greater. The question was not alone the disposition of the dead world of Hitler's Germany but, instead, the shape of the future.

Britain's ailing Ernest Bevin, who brought his own doctor along, and France's urbane Georges Bidault were active participants in the formal council debates and had their own ideas on the treaties. But the basic issue lay between America's Marshall and the Soviet Union's iron-chinned, bespectacled V. M. Molotov. It was simple enough: The U.S. determination, expressed in President Truman's message on Greece, that the democracies must take the offensive against expanding Communism.

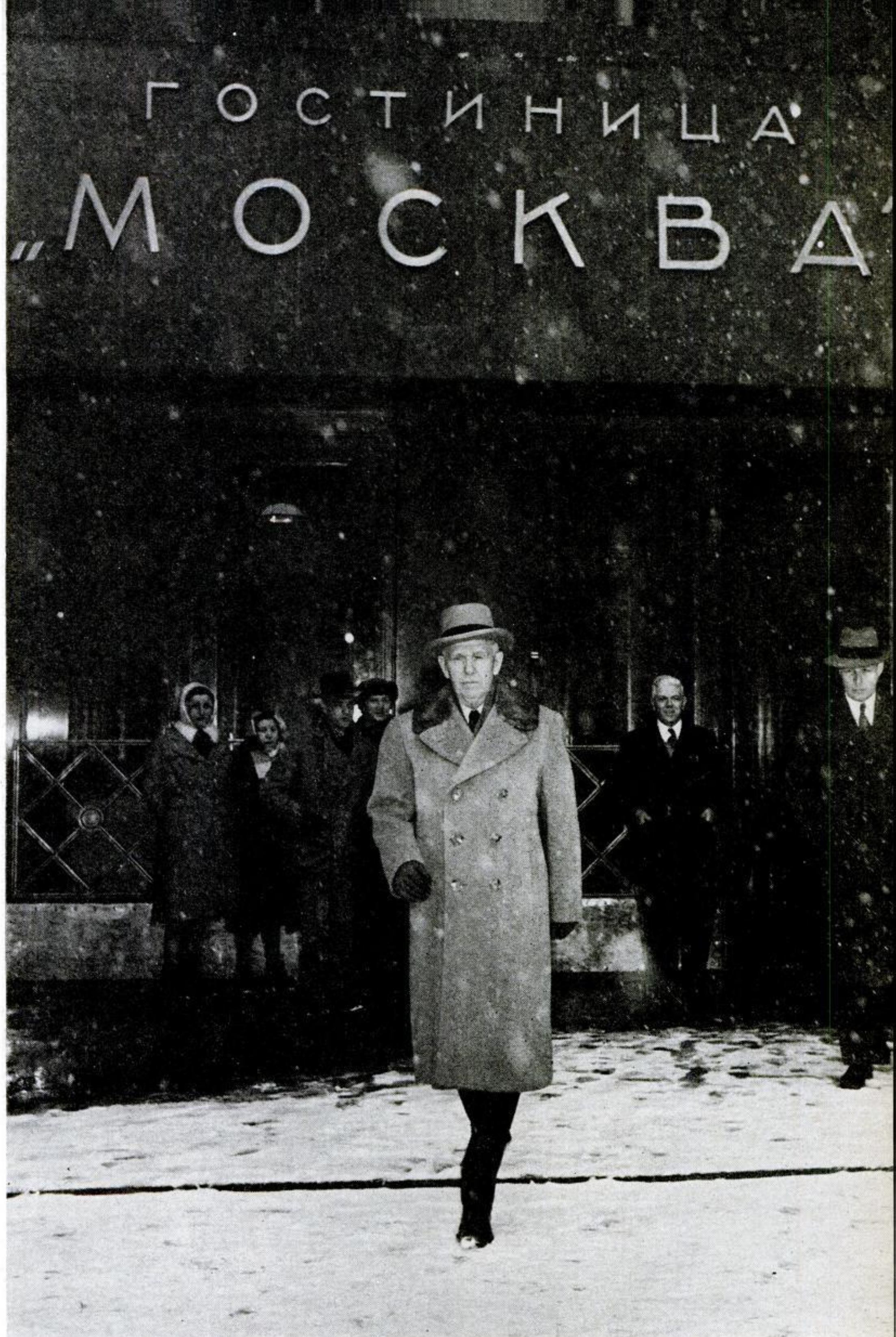
Americans who at first feared that the Truman message might make trouble for Marshall at Moscow soon discovered that the new U.S. secretary had helped prepare the statement. Like the Truman statement, Marshall was talking up for the democratic concepts of the U.S. Both Marshall and Molotov thoroughly understand the relationship of power and policy. Unlike Bevin and Bidault they have the power. Marshall quickly proved in counseling acceptance of the Greek and Turkish burdens that he was not afraid to use it.

Instead of bogging the conference in immediate dispute, this realistic approach eliminated much petty bickering. And while it was still too early to predict the meeting's outcome, in areas of only mild disagreement delegates were able to compose their differences quickly.

At week's end Marshall and Molotov were in

agreement that the Austrian government's views on the Austrian treaty should be obtained and had already discussed such thorny points as denazification and demilitarization. But the struggle ahead had become clear. While both the U.S. and the Soviet Union would seek economic unity in Germany, George Marshall would not compromise an inch on the question of political democracy and freedom—for Greeks, Germans or Japanese.

Old Soldier Marshall had arrived in Russia in the correct dress of a civilian diplomat (*above*). The Russians knew by now that George Marshall's exchange of a military cap for a diplomat's Homburg had not softened his soldier's spine. *Izvestia* reflected Russian respect for his forthrightness by reporting fully his definition of democracy: a system of government in which individual liberties are held sacred and one-party rule is despised.



STERN UNDER HIS GRAY HOMBURG, GEORGE MARSHALL LEAVES A PRESS CONFERENCE AT HOTEL MOSKVA

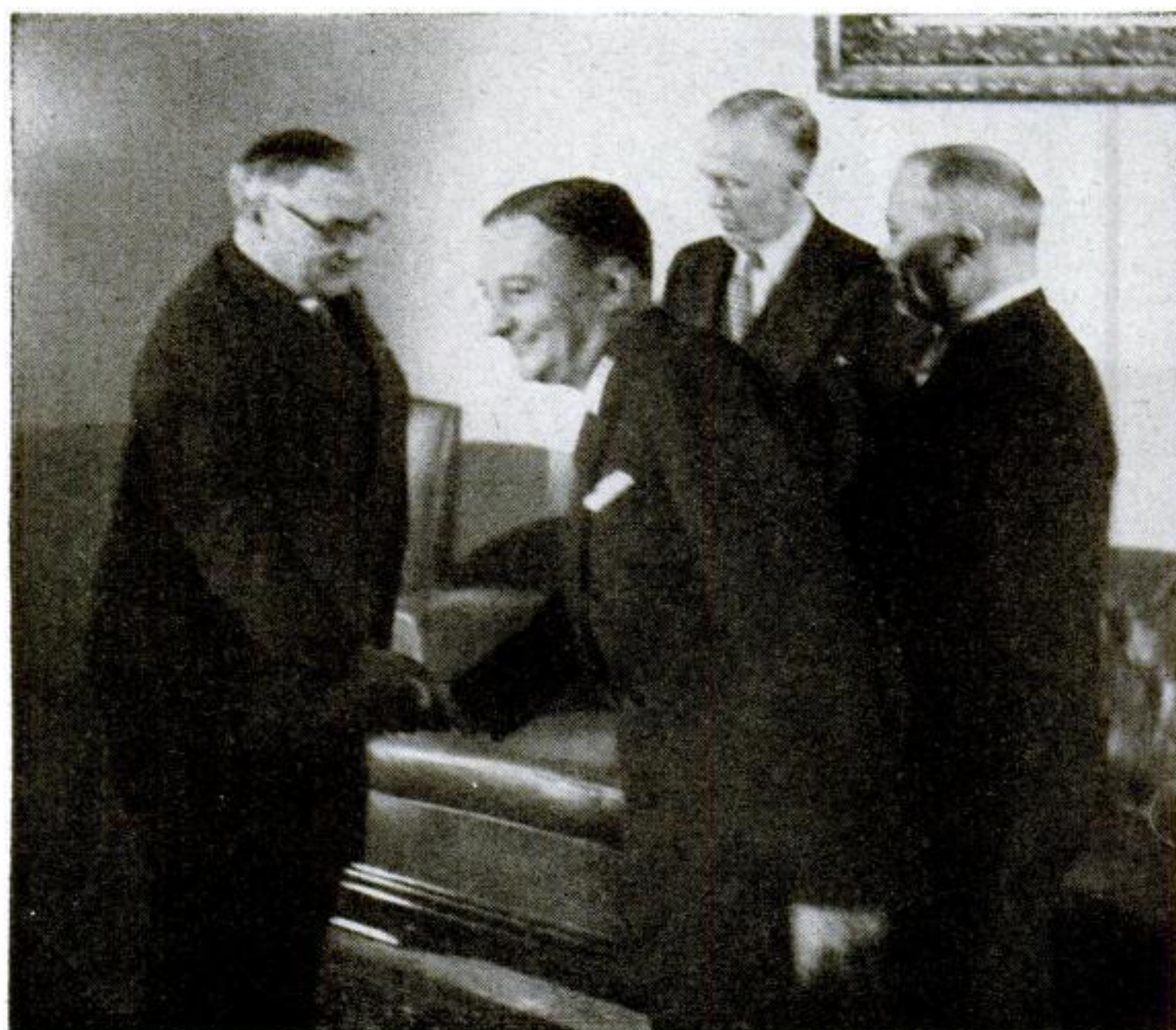


AT COUNCIL TABLE MOLOTOV AND VISHINSKY (LEFT) WHISPER AS OLEG TROYANOVSKY AND FEODOR GOUSEV LOOK ON. JOHN FOSTER DULLES (THIRD FROM RIGHT)

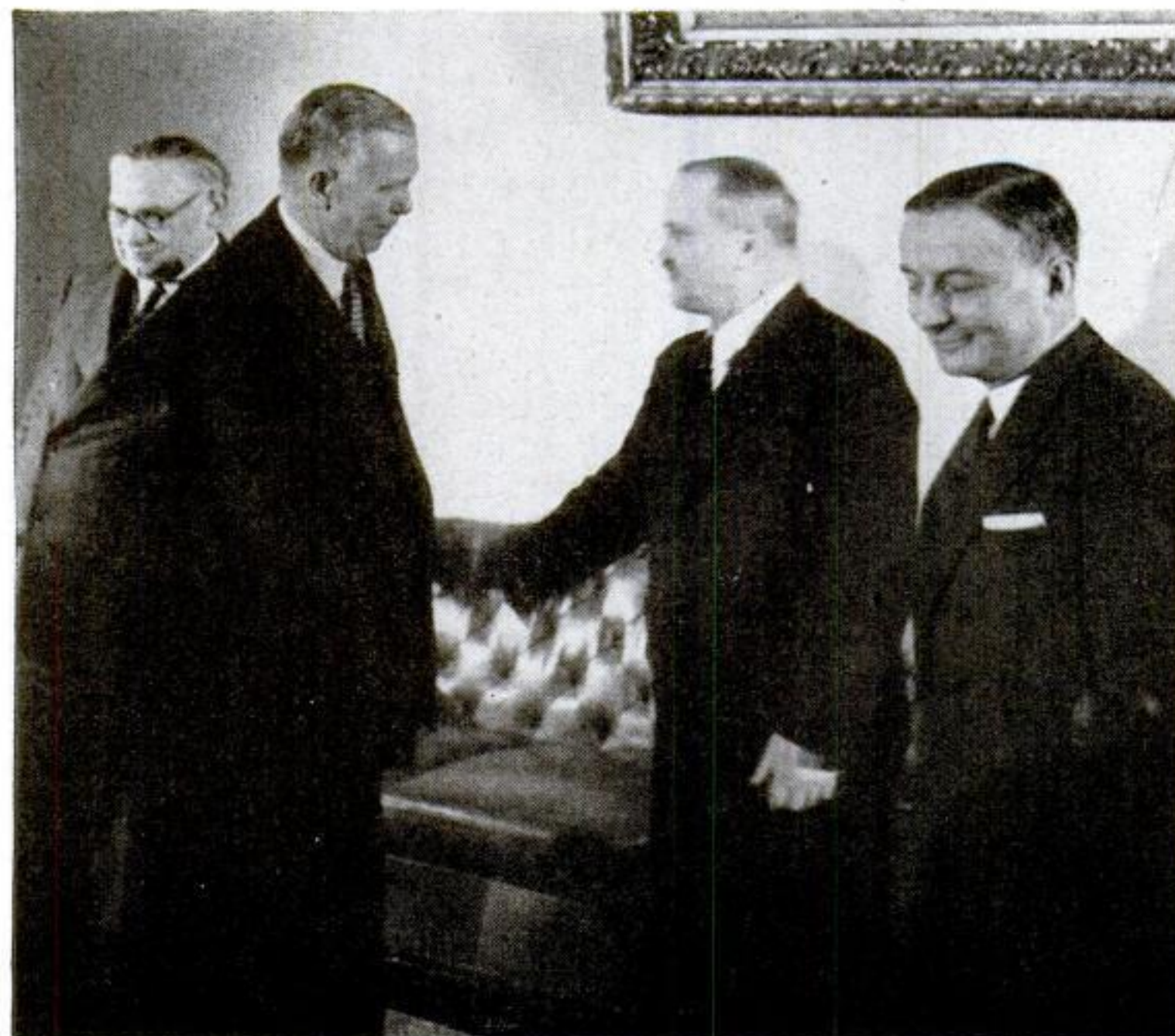
ALL WORK AND NO PLAY

Foreign ministers and their staffs stick to business with no time off for the sumptuous banquets of old

In the light of the great issues involved, the world might reasonably have expected that the Moscow conference would be a serious affair. It has been. There have been no formal council parties given or proposed. Said one U.S. correspondent, "This is the toughest conference I ever covered. All American, British and French diplomats worth a damn leave their hotels early and hurry off to their embassies to spend the day briefing their chiefs and attending lesser meetings. Then they go to the council. Then they go back to the embassies for more briefing. By the time they get back to the hotels where we can get at them, they are too tired to talk." George Marshall has been no exception. He has been



IN THE LOUNGE between meetings in the council room Ernest Bevin smiles at beaming Georges Bidault. George Marshall is thoughtful after chat with Russia's Molotov.



MOLOTOV AND MARSHALL talk together while they prepare for a formal portrait. Bevin, pale after recent illness, and Bidault once again find themselves on the fringes.



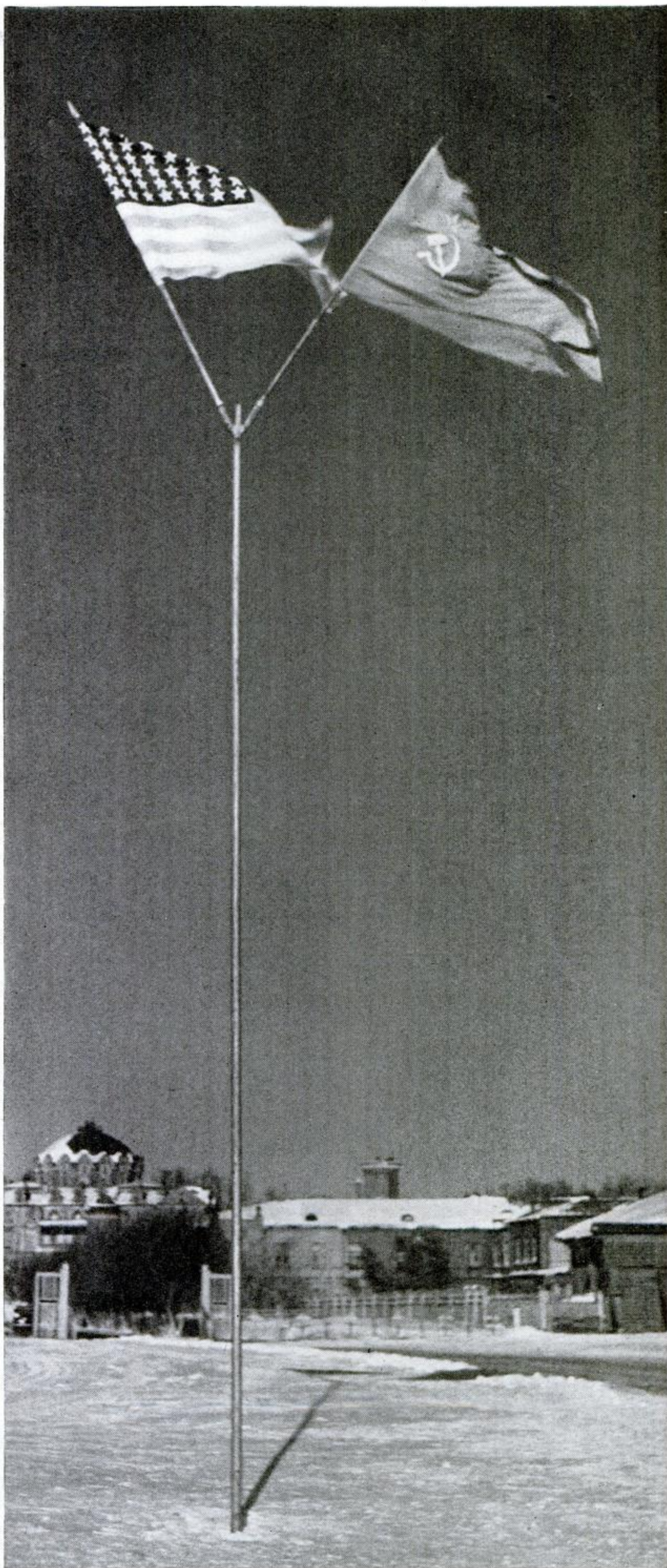
SEEMS INTERESTED; BEN COHEN IS BEMUSED; SECRETARY MARSHALL FIRM

up early at famed Spaso House. His day has seldom ended before midnight.

Although the Big Four foreign ministers have posed together for several pictures (*below*) and are personally formal but affable, the "big two" aspects of the conference in many ways have been inescapable. The delegations of the U.S. and Russia have been seated in dramatic juxtaposition at the council table (*above*), while even the American and Soviet flags flew together, but apart, from an ingeniously constructed Y-shaped pole planted deep in the snows of Moscow's airport (*right*).



FOR POSTERITY ministers sit in a solemn line on leather couch. Soon after at council Bevins powerfully supported Marshall's definition of liberty.



AN IRON FLAGPOLE, stuck in the snowy ground at Moscow airport for Marshall's arrival, dramatically symbolizes the relation of U.S. and Russia to each other and to rest of the world.



MOSCOW WOMEN DIG A NARROW TRAIL THROUGH ICE ON AERO CLUB'S SIDEWALK

MOSCOW

The whole city is renovated for the visitors

Like a convention city in the U.S., Moscow had its face lifted for the conference. Snowplows burrowed busily and efficiently through the main thoroughfares. But the human element slowed things down when women were put to work clearing sidewalks. LIFE Photographer McAvoy found a group of women leaning on their shovels, tried to talk them into working long enough for a picture. He got nowhere, finally found a correspondent who cried, "*Poshalista rabotat'*" ("Please to work"), thus urging them into the efforts shown above. When McAvoy walked away they were leaning on their shovels again, enjoying the feeble rays of a wan sun.

But it was still far from spring. And Moscow's bone-chilling weather naturally bothered the Russians less than it did their visitors—because the hosts were dressed for it. While Soviet citizens seemed drab by U.S. standards, their clothes were warm. One secretary, svelte but shivering, remarked, "I suppose in this climate you get so that you don't care how you look."

Except for correspondents, free for the first time to roam Moscow and write as they please, few Americans have sampled the city's culture. Not a single diplomat attended the Bolshoi Theater presentation of the famous *Swan Lake* ballet. Because of the heavy burden of work, most delegates have been seeing the same Russian officials they saw in Paris and New York. The only glimpse they get of the Russian-in-the-street is when the people of Moscow gather in silent groups outside the Aero Club to watch the foreigners (*lower right*).



RED SQUARE IN WINTERTIME SEEMS VAST, GRIM AND ALMOST EMPTY. ON THE RIGHT

OUTSIDE THE AERO CLUB, ONCE THE CELEBRATED YAR RESTAURANT, MOSCOVITES



ESCALATOR SNOWPLOW helps answer the problem czars solved with sleighs.



SLEDS still help underprivileged Russian. This one carries a Singer sewing machine.



IS THE KREMLIN AND UNDER THE CLOCK TOWER IS LENIN'S TOMB. IN THE BACKGROUND AT END OF SQUARE ARE THE MOSQUELIKE DOMES OF ST. BASIL'S CATHEDRAL
WAITING PATIENTLY FOR LOOK AT CONFERENCE DELEGATES, HUDDLE TOGETHER IN CLOTHES BETTER DESIGNED FOR MOSCOW WEATHER THAN FOR SPRING FASHIONS



THE PRICE OF STEEL

IT SHOULD BE CUT. IN THIS BUSINESSMAN'S YEAR MUCH DEPENDS ON IT

The Greek crisis, the future of Germany, our relations with Russia, the budget, taxes, the cost of living and a dozen other hot issues—forget them. They may all depend in the long run, and even in the short run, on a little item that you hardly ever read about: the Price of Steel.

The price of steel is currently less than 3¢ a pound. It has gone up a modest third of a cent in the past year. It has very little direct effect on the cost of living. And yet, as we see it, the price of steel is the immediate key to our success or failure as a nation.

Businessman's Year

We start with the assumption that the present state of affairs in the U.S. economy cannot last. On that the economic soothsayers are pretty well agreed. The Wall Street stock market has been sick with anticipation for over a month, despite high corporate profits. As for that even more important bellwether, the housewife, she knows something is wrong every time she goes to the grocery store.

During the big debate over OPA last summer, the National Association of Manufacturers came out four-square for total repeal of price control. This would stimulate so much production, it was argued, that inflation would soon cure itself. Said N.A.M. in effect, "Stick with us and you'll wear diamonds." OPA, on the other hand, argued that uncontrolled prices would go straight through the ceiling, after which everything would crash. Who was right?

Well, N.A.M. was right about production. The whole country is now working hard and producing more than it ever did in peacetime before. Ever since Truman stopped the coal strike, practically all the production indexes have been going steadily up. It is true that much of this production is still pretty disorderly. A Detroit truck manufacturer, faced with a shutdown for lack of certain small parts, recovered a two days' supply by the desperate expedient of sweeping his floor. Yet Detroit is inching back toward prewar efficiency, and the current rate points to a 5 million-car year. In its own somewhat drunken and incomparably effective way, American industry is producing again. We are having ourselves a boom.

In fact if we gave labels to years the way the Chinese do, 1947 would have already earned its label: a businessman's year. Right at its start that new body of tune-callers called the President's Council of Economic Advisers (E. G. Nourse, chairman) told businessmen that "... legislative changes will be a minor determinant of what actually happens in 1947." Said CEA in effect, "Take it away, boys, it's up to you."

This is a good year for the businessman, and he is in good shape. One out of every five business firms was founded since 1944 and few of these newcomers know the color of red ink. Said one of them, a retailer (quoted in *Business Week*), "Maybe I couldn't get enough goods to make a killing, but I really would have had to put my mind on being stupid to go broke." The old established firms are doing all right too. The National City Bank's compilation of reports from 840 manufacturing companies shows that 1946 earnings were up 37% over 1945. And if

things continue as they are, 1947 will be far better.

But can things continue as they are? Not at these prices.

The OPA boys were righter than the N.A.M. boys about prices. With the exception of a slight pause around Christmastime the cost-of-living index has headed straight up even faster and farther than production. The leaders in the commodity-price parade have been farm products, food and the scarcer commodities, such as lumber, fats and oils, and hides. These are keenly competitive markets with traditionally elastic price habits and are currently overpopulated with sharpies and suckers. There is not much that any one businessman or government official can do about their gyrations. They are the freakish penalty you pay for classically free markets. And even the housewife must admit that the free market has put more and better food on the shelves than there was under OPA.

The prices of most manufactured goods, on the other hand, have risen much more modestly. This is because the big firms who make automobiles, refrigerators, furniture, tires, aluminum, etc. can "administer" their prices instead of letting blind market forces set them. They play it close to the trend when they can foresee the trend, and the trend they foresee is the trend they make.

At this moment thousands of businessmen are thinking very hard about their prices for the next quarter or half year. Up until now most of them (most notoriously builders) have refused to accept price responsibility, doing business on what amounts to a cost-plus basis until "the picture clears." But in January young Henry Ford and this month Fowler McCormick of International Harvester announced that they were going to lower their prices. They know, as their grandfathers knew before them, that the soundest way to make money in this country is by steadily pushing your own prices downward. To do this they had to assume, and thereby help bring about, a stable and responsible price system. They had to assume stable wages instead of another round of strikes. Brave men!

Dr. Nourse, head of the above-mentioned CEA that consecrated 1947 to business, is one of the best price economists in the U.S. He once wrote a book (*Price Making in a Democracy*) which showed how depressions like that of 1921 would be avoided if businessmen would do their price cutting before they have to instead of after. The present price trend can't last forever and probably can't last out the year. Businessmen are going to have to cut prices sooner or later. If they wait for the buyer's market to force it on them, it will be distress cutting and will be accompanied by wholesale layoffs. If they do it now it will be confident cutting and will help to sustain and prolong present buying power and full employment.

Fairless and Murray

To return to the price of steel. It is *not* too high in relation to other prices or in relation to the demand for steel. Nor can it be said that the very healthy 1946 profits of U.S. Steel (\$88 million) or Bethlehem (\$41 million) are "too high," considering the many socially indis-

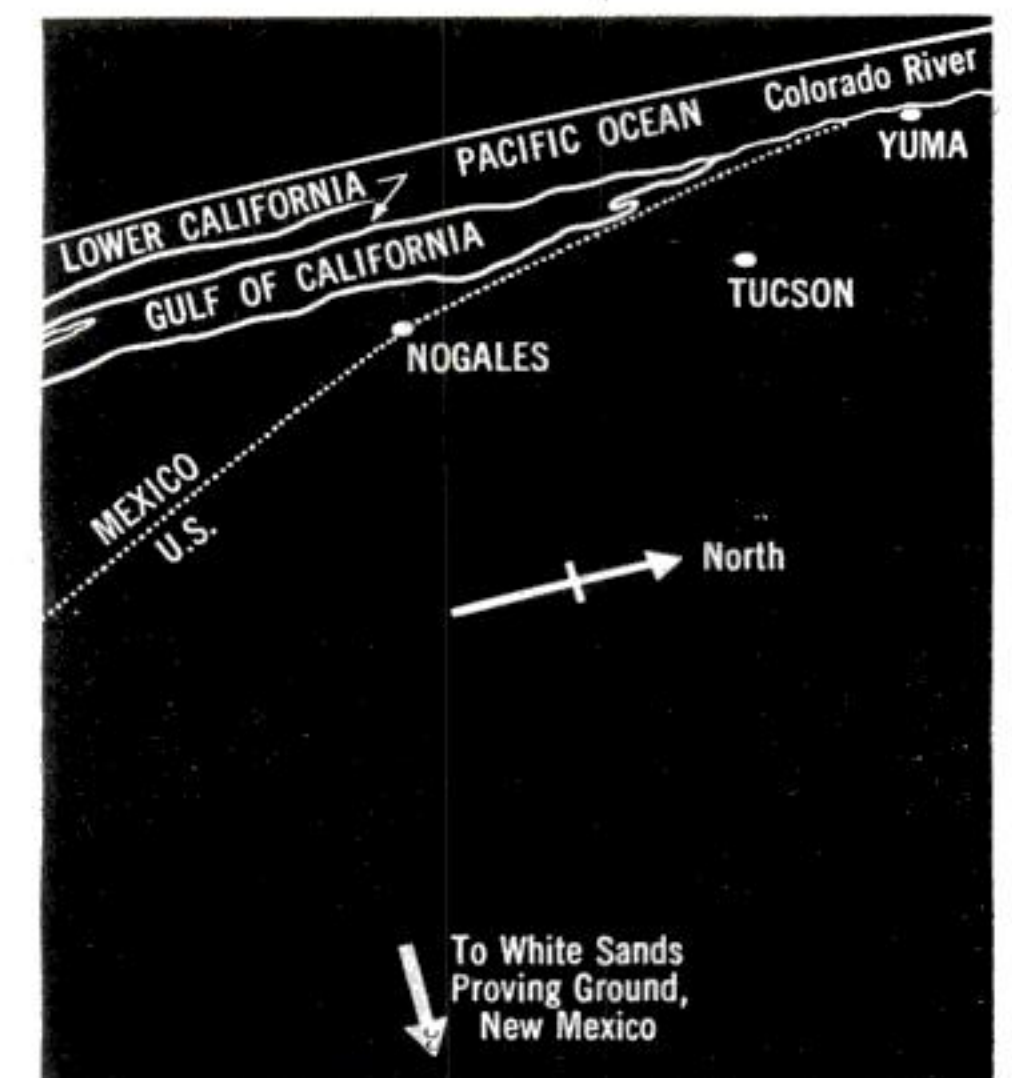
pensable uses to which they can be put. Nevertheless the price of steel (which enters into 40% of everything we make) is the most spinal of all trend-making prices. Therefore the steel industry—which means primarily the U.S. Steel Corp.—is in a peculiarly strategic position to show some business statesmanship. It can settle this inflation and even prevent a recession right now, virtually singlehanded. For an example to other manufacturers, for its stabilizing effect on the U.S. boom and therefore on world history—the U.S. Steel Corp. ought to announce a substantial price cut.

Unfortunately there is one factor which makes this demand unrealistic at the moment. President Fairless of U.S. Steel and Mr. Murray of the United Steelworkers have just started to negotiate a new wage contract. If they should settle for, say, a 15¢ increase in average hourly wages, it would increase Mr. Fairless' wage bill by over \$70 millions, almost as much as his 1946 profits. The temptation for Mr. Fairless to cut prices on top of that would certainly be a very small one. After all, he has more orders than he can handle.

Mr. Murray, who (unlike Walter Reuther) dislikes to discuss prices and wages in the same breath, can point very poignantly to the cost-of-living index. But since the economy needs a cut in steel prices at least as much as Mr. Murray's men need a raise, the public clearly has an interest in these negotiations. Whatever may be said about the cost of living, it will not do for Mr. Murray to make a target of steel's high profits; at this particular juncture they can be put at better risk in serving a price cut than in serving higher wages. Nor will it do for Mr. Fairless to let Mr. Murray dictate his price decision. We, the public, need a price cut. Let both men agree on a statesmanlike act and give it to us.

PICTURE OF THE WEEK: ➔

On March 7, with the help of a V-2 rocket sent aloft from New Mexico's White Sands Proving Ground by the Navy, man looked down on his earth from a greater height than ever before. A photograph made from the nose of the V-2 showed masses of cloud, the smooth sea, the slightly wrinkled and furrowed land (*below*). But at an altitude of 100 miles cities faded into insignificance.





PICTURE MADE FROM V-2 AT ALTITUDE OF 100 MILES
SHOWS 200,000 SQUARE MILES OF MEXICO AND U.S.



NEIGHBORS TAKE REFUGE BEHIND JALOPIES AND WATCH WHILE POLICEMEN EDGE THEIR WAY THROUGH THE RAMSHACKLE COTTAGES TOWARD THE KILLER'S SHACK

SIEGE IN BERKELEY

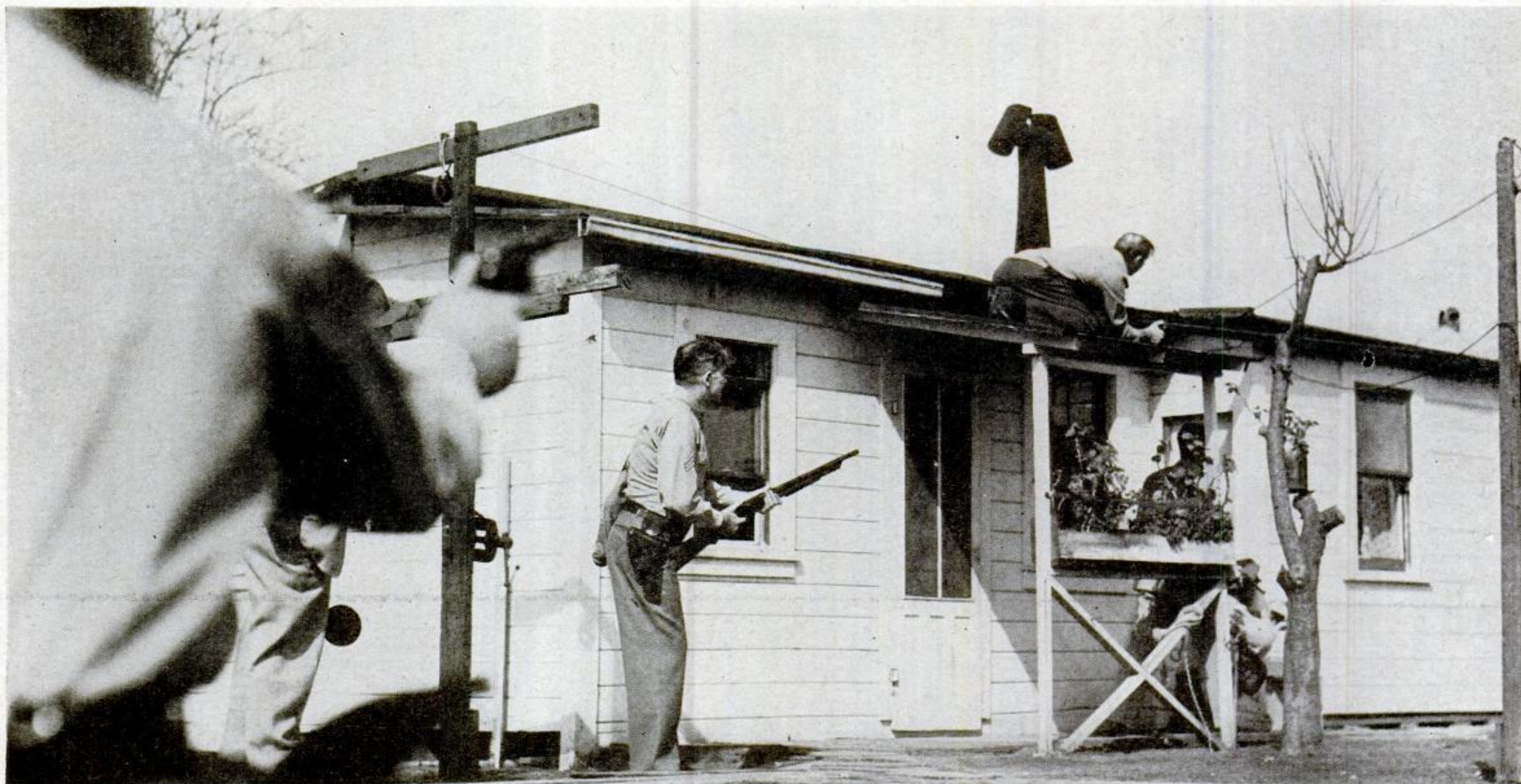
California landlord goes berserk
and shoots it out with the police

The people in the shantytown section of Berkeley, Calif. understood about old Mr. Darida. He was stone deaf, mumbled strangely and was gruff and grumpy to the tenants who rented two of his cottages. But everybody knew he was just a little queer, not really crazy.

Then on March 16, Michael Darida went mad. In an insane frenzy he fired on the tenants in one of the cottages. When one man raced for his car, Darida followed him. The car stalled. While the

man pleaded, "I never did anything to you!" Darida killed him. The police arrived and Darida barricaded himself in his own cottage. The siege was on.

It lasted half an hour. While an on-the-spot photographer recorded the battle, the police crept toward Darida's shack. They riddled it with crossfire, climbed over the rooftops (*below*) and dropped tear gas. A white towel fluttered out the window. The firing stopped. In the silence old Mr. Darida, calm and meek, stumbled out to be handcuffed, taken away.



CLIMBING ON ROOFTOPS, cops cross to neighboring cottage to drop tear-gas bombs on Darida. In the midst of the battle police had to evacuate the cottages, running

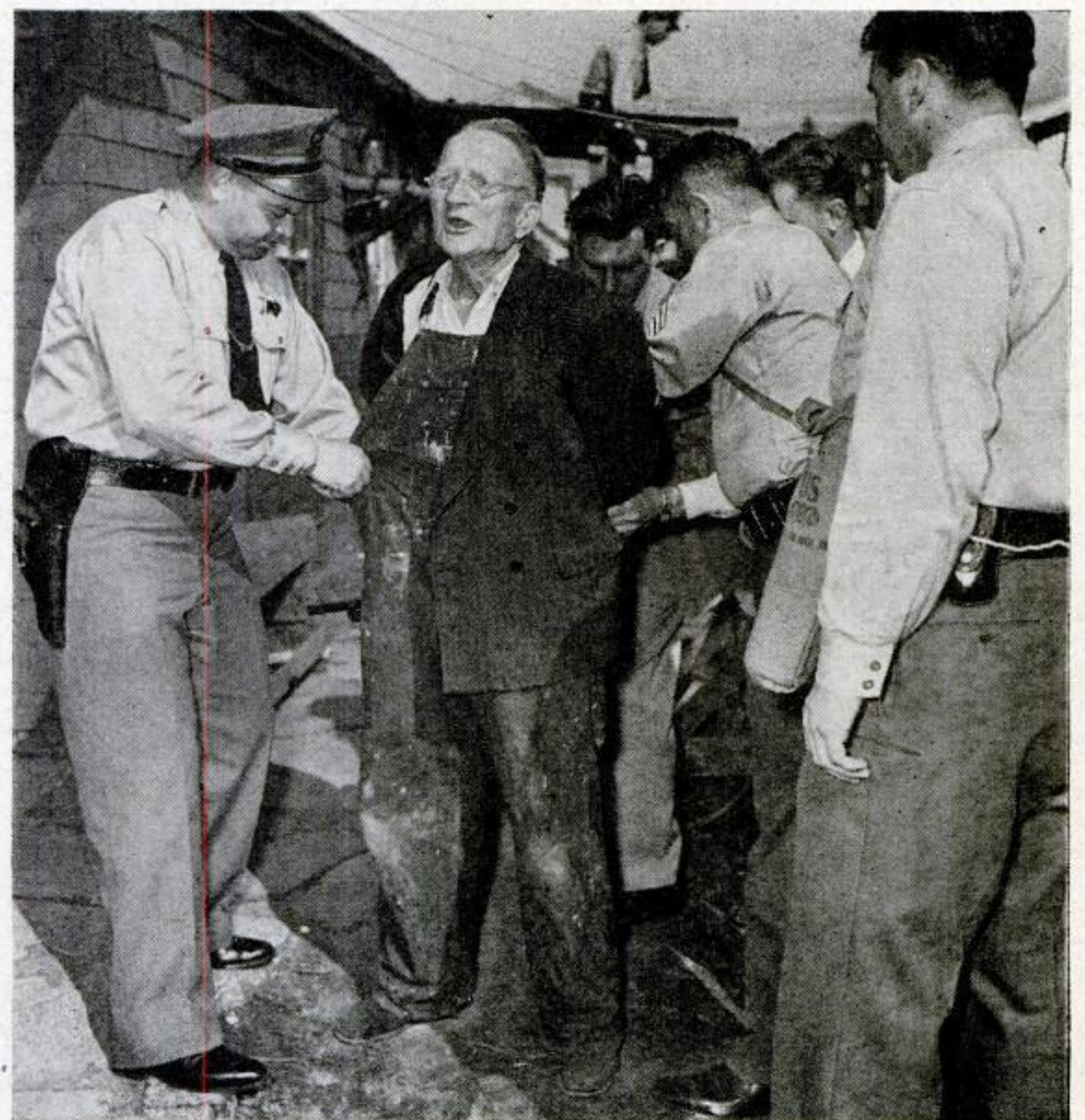
through the line of his fire. Darida owned three cottages in the neighborhood, had agreed only a few days before to put off collecting the \$30 rent from the family he attacked.



POLICEMAN A. G. LYMAN, FLOPPING ON THE GROUND BEHIND A COTTAGE AND SHOOTING TO DRAW FIRE AWAY FROM THE ADVANCING COPS, IS NICKED IN THE CHEEK



INJURED WOMAN, crippled and confined to a wheelchair in cottage Darida fired on, had to be taken out while the battle went on. She was hit in the arm and the hand.



THE BATTLE OVER, 69-year-old Michael Darida staggers blindly out of his barricade and surrenders meekly to police who quickly surround him and slip on handcuffs.



CANDIDATE KENNELLY poses against the Michigan Avenue skyline of the city whose mayor he hopes to

be after April 1 election. A businessman and civic leader, he is a real innovation in Chicago's Democratic politics

and a great trial to the Republicans, who had hoped for an easy time against a stooge for the Kelly-Nash machine.



DEMOCRATIC RALLY produces this boisterous cheering in Chicago Stadium, where Boss Ed Kelly helped make Harry Truman his party's vice-presidential candidate in 1944.

CHICAGO ELECTION

Democrats lead in polls but fear their own candidate

As the Chicago city election approaches, the Democratic candidate for mayor, Martin Kennelly (*opposite page*), is way out in front in newspaper polls. Yet the stalwarts of the Democrats' famed Kelly-Nash machine seem oddly unhappy. The trouble is that Kennelly, 59, and superrespectable, is a surprising sort of candidate to find in the machine's front seat.

The machine picked Kennelly only because it was in trouble. Some earnest pulse feeling showed that Mayor Ed Kelly was slipping badly in popularity and had better retire before the voters did the job for him. So Kelly dropped out and turned the machine over to an assistant named Jake Arvey, who decided it was time to run a good, upstanding businessman. Political gossipers say that Kennelly, although demanding a free hand in choosing his cabinet, has agreed to lay off the machine's patronage in the wards. But while Kelly and Arvey have posed with Kennelly as if he were a bosom buddy (*below*), their smiles sometimes seem a little nervous. Among Republicans the gloom was more obvious. Colonel Robert McCormick, the Chicago *Tribune* publisher, who became acknowledged head of Illinois Republicans last summer and set Chicago's mayoralty as one of his first party goals, had apparently struck out his first time at bat.



DEMOCRATS' BRAIN TRUST is (from left) Candidate Kennelly; Jacob Arvey, who succeeded Mayor Ed Kelly as head of the Cook County Committee, and Kelly himself.



REPUBLICAN CANDIDATE for mayor, Russell W. Root, stands against the backdrop of the Chicago Tribune Tower (left), lair of G.O.P. Boss Colonel Robert McCormick.



REPUBLICAN SATIRE of trio at left is acted out by three masqueraders who toured Chicago. Halo on make-believe Kennelly is a G.O.P. attempt to tag him as a bluenose.



FREE BEER is provided by Machine Candidate "Paddy" Bauler (center, exuding charm) as he seeks votes for alder-

man of Ward 43. Scene is his brother's saloon, named, with unrealistic Chicago pride, the De Luxe Gardens.

IN THE WARDS ROUGHNECK POLITICS STILL TRIUMPH OVER BETTER GOVERNMENT

If the old free-and-easy days of Chicago politics are really in for reform, one of the most surprised men in town will be Mathias P. ("Paddy") Bauler, the happy extrovert in the pictures above. Paddy, who has served the Kelly-Nash machine well and profitably since it began, has a simple formula for winning ward elections. "I throw a big meeting with a couple of acts and lots of singing," he says. "Then



GAY DUET is sung at campaign rally by Bauler and female impersonator from Chicago's famed honky-tonk belt.

I give 'em a quick pep talk and we go over to my brother's saloon for a couple of beers. I don't believe in giving 'em long speeches. It wears 'em down." Paddy's meetings (above and opposite page) have been a huge success this year. Although opposed by a reform candidate (below), he piled up so many votes in the primary that he became alderman automatically, without need of facing the April 1 election.



REFORM GROUP opposing Bauler points to firetrap housing as one of issues which machine has neglected.



REFORM CANDIDATE, the Rev. Alva Tompkins (at left), campaigns over coffee at a neighborhood party.

Pastor of a Presbyterian church, the Rev. Mr. Tompkins spoke earnestly but got only 1,623 votes to Bauler's 8,919.

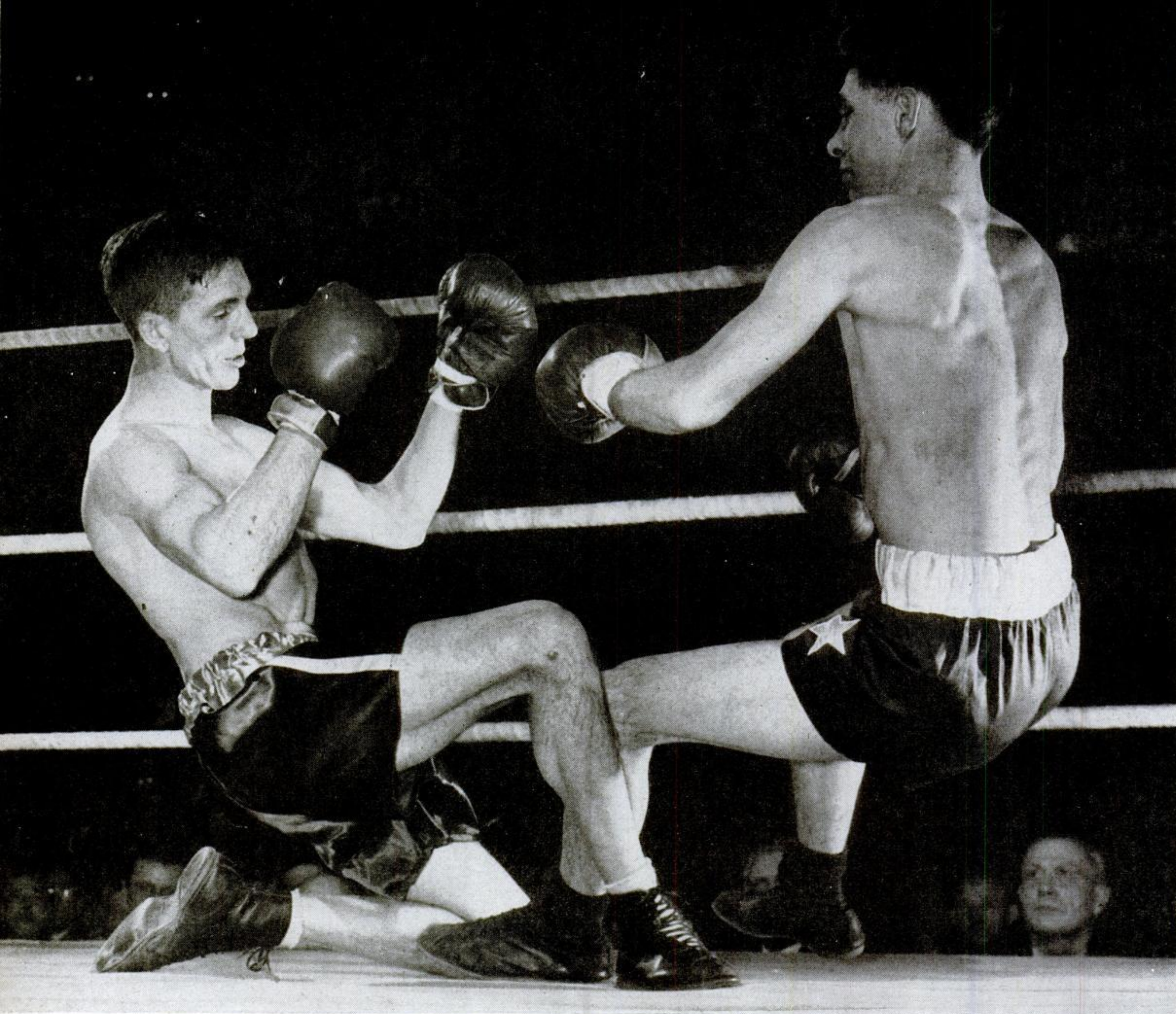


LET'S MAKE CHICAGO GREATER !!! with

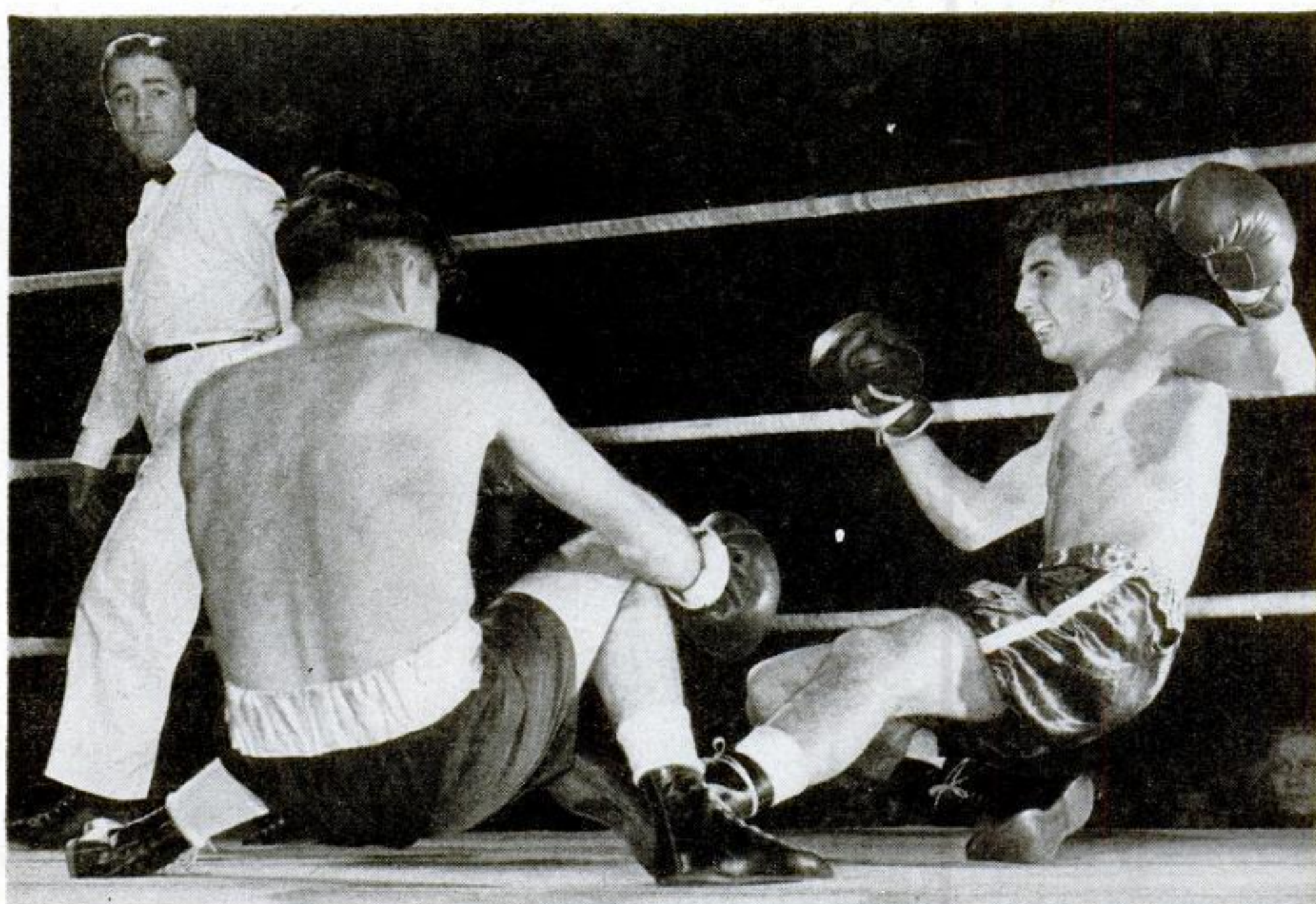
VAUDEVILLE ACT by neighborhood hillbilly performers known as "The Crackpots" whoops it up for Bauler

at a rally. To tune of *She'll Be Coming 'Round the Mountain* they sang, "She'll be lady of the hour when she votes

for Paddy Bauler." Although neither the rhyme nor the harmony was exactly on the nose, crowd was delighted.



MILWAUKEE'S PAUL MARTIN (LEFT) GOES DOWN FOR FULL COUNT OF 10 AND MINNEAPOLIS' DICK MAYS JOINS HIM. MAYS WON BY GETTING UP IN TWO SECONDS



FIRST DOUBLE KNOCKDOWN occurred when Johnny Malloy (left) of Minneapolis and Edward For-

tier of Milwaukee went to the floor together in the third round. Fortier got right back up, won the decision.

TWIN KNOCKDOWNS

The rarest phenomenon of boxing occurs twice within 10 minutes

The rarest occurrence in boxing is a double knockdown. Yet 5,000 people witnessed this phenomenon twice within 10 minutes on March 17 in Minneapolis. The occasion was an intercity match between two teams of Golden Gloves amateurs. In the third round of the 126-pound bout Milwaukee's Edward Fortier and Minneapolis' Johnny Malloy exchanged right-hand punches and both hit the canvas (left). Fortier scrambled to his feet immediately; Malloy took a count of five and lost the decision. In the next fight it happened again. In the first round of the 135-pound bout Milwaukee's Paul Martin and Minneapolis' Dick Mays tagged each other with left hooks. Again both boys went down (above). But this time, although Mays rose at the count of two, Martin was counted out. The combination was a boxing equivalent of two no-hit games in one afternoon of baseball.

S E R V I N G T H R O U G H S C I E N C E

2 A.M.—and all's well...



...aren't you glad you're riding on Royals?

There's many a time at the wheel when you put a *special* kind of trust and confidence in the tires on your car.

These are the times which—more than any others—make you extra grateful you've chosen to ride on quality U. S. Royals.

For U. S. Royals are built to give you *all* the safety—all the dependability—that tire science can bring to your driving.

Their famous tread—the *safety-block* tread—is one of the greatest of all contributions to driving safety. Its hundreds of

gripping edges brace against side-skids on the curves... keep your car always steadier, surer on the road. And, when you jam on your brakes for a sudden stop, the hard-gripping safety blocks work fast to bring you up short, sure... and in time.

Yes, when the time comes for emergency action, U. S. Royals have everything it takes to keep you out of trouble.

That's why—when you're homeward bound with a precious cargo—it's so good to know you're riding on ever-dependable, ever-trustworthy U. S. Royals.



U.S. ROYAL
TIRES

UNITED STATES RUBBER COMPANY



1230 Avenue of the Americas
Rockefeller Center
New York 20, N. Y.



"You're just in time for the best round of the evening!"

There's more than meets the eye in a round of Paul Jones. There's flavor—and in a drink—flavor comes first! That's why Paul Jones is made in the slow, old-fashioned way . . . to give you a mellow, full-bodied flavor that makes drinks taste especially rich and hearty!

*Fine Blended Whiskey. 86 Proof. 72½% grain neutral spirits.
Frankfort Distillers Corporation, New York City.*



Paul Jones
FIRST OF ALL... FOR FLAVOR!

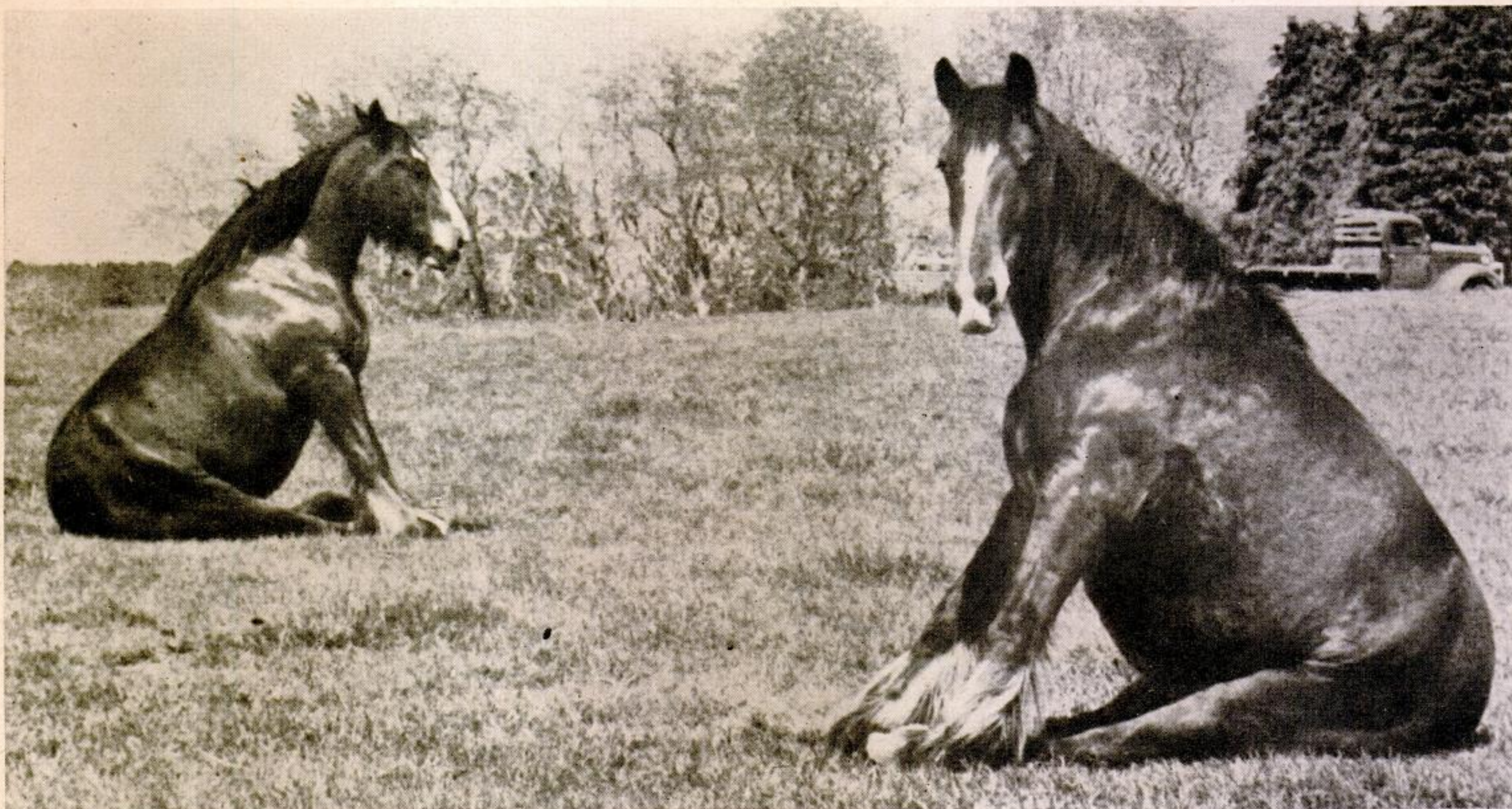
ANIMALS

IOWANS PARDON CONDEMNED DEER

As spring came to Iowa, farmers began to think gloomily of the state's 2,000 deer, which will soon start to multiply in the woods. More deer will mean less corn (currently \$1.55 a bushel) and fewer soybeans (\$3.90 a bushel) for market because the deer are notoriously fond of a succulent snack in the fields. To reduce this free-lunching, farmers petitioned the Iowa State Conservation Commission to kill some of the animals.

So on March 3, along the road between Waterloo and Cedar Falls, game wardens shot five deer with rifles and a photographer shot a few more (*below*) with his camera. Before the gun-smoke died away, however, kindhearted Iowans cried, "Save the deer!" and the commission called off the wardens. This summer, as soon as crops are tall enough to make a good meal, the hungry animals will resume dining at the same old stand.

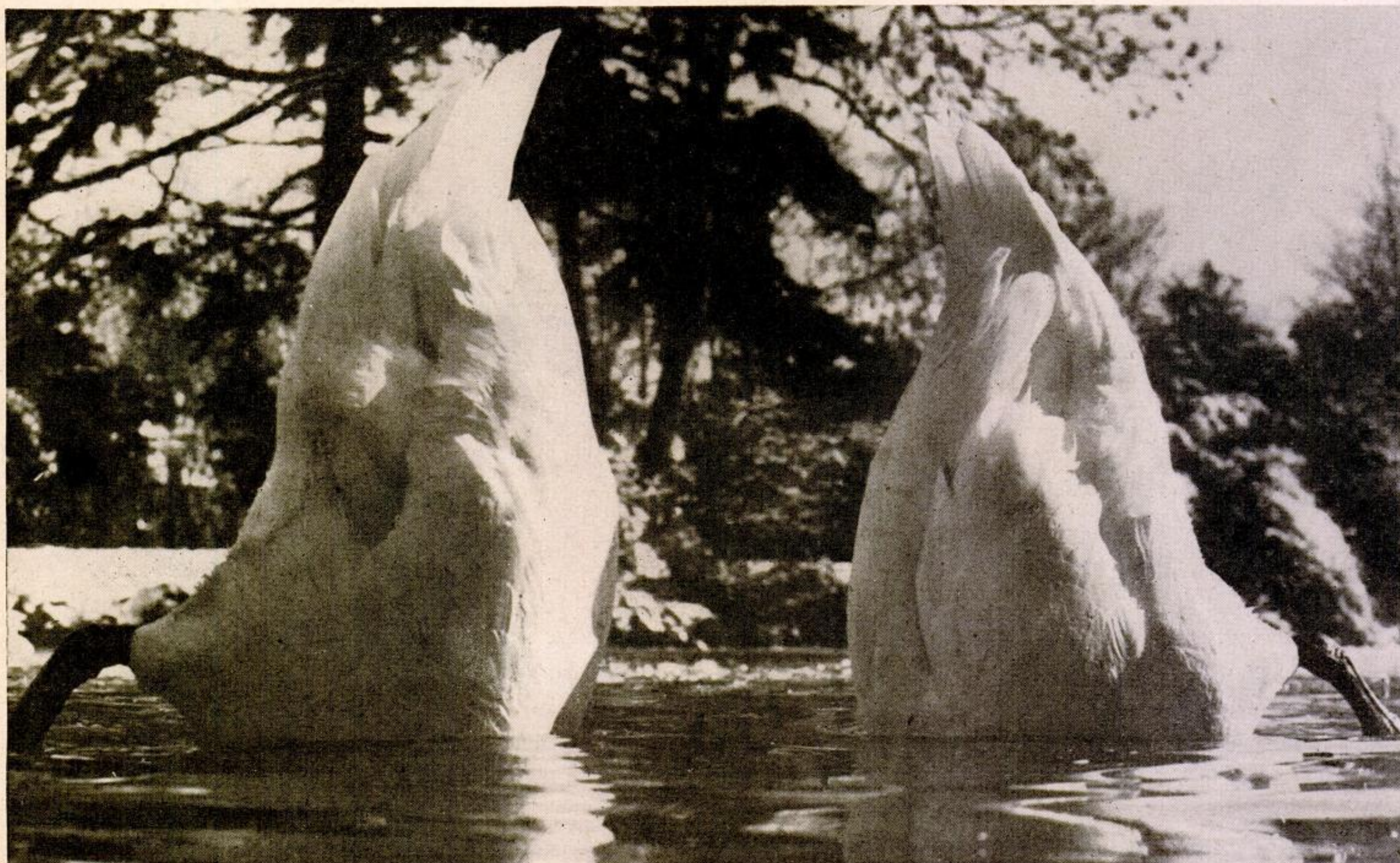




HORSES DOWN UNDER

As spring came to Te Awamutu, New Zealand, an ingenious ranch horse discovered that squatting on the grass is a comfortable position even for a horse. He quickly passed the information along to

another horse. Now the two squat together most of the day. Even when they are lying down, an angry cry from the ranch owner of "Get up, you loafers!" brings them only as far as this sitting position.



SWANS AT SOUTHEND

As spring came to Southend-on-Sea, England, two swans that had been skidding and flopping about on the ice-covered lake of Priory Park this winter discovered that the ice was melted. Waddling

happily off into the lake, they ploughed majestically into deep water. There, to accommodate a photographer who happened by, they celebrated in a perfect duet by flipping their swans'-down up.

CONTINUED ON PAGE 48

WAYS TO TELL IT'S SPRING!

...and what to do about it



IT'S SPRING

when Grandmother skips and hops,
when Junior starts spinning tops,
when the buds begin to turn green...

It's SPRING*—and you *know* it's time to
CLEAN!

*Grim, inescapable Spring



But don't despair, don't tear your hair—
You've a friend, an ally, a helper, a pal—
The greatest boon man ever dreamed up for gal—
Highest of all on the house-cleaner's index—
That marvelous glass-cleaning stuff called
WINDEX!



Windows shine quick, bright and glaz-ey,
Even for a lazy daisy.



Pictures, glass tops, mirrors, too—
There's nothing of glass that Windex can't do.



And don't forget that final trick:
Windex cleans windshields really slick!



P.S.

To save yourself money as well as work;
Here is a tip that's worth a prize—
Buy your Windex, wonderful Windex,
In the big, economy size*

*20-ounces, for goodness sake!



SPRING HOUSE CLEANERS!
GET GLASS BRIGHTER-QUICKER-EASIER

WINDEX

TRADE-MARK REG. U. S. PAT. OFF. by The Drackett Company

Windex is a must for house cleaning! No streaking, no film, when you use this *dustless*, nonflammable, oil-free cleaner that costs just a fraction of a cent per window. Get WINDEX—don't trust cheap substitutes.

Copyright 1947 by The Drackett Co.

The last word in gifts for men



LUXURIOUS SHAVE BOWL
1-YEAR SIZE \$1.50
Refill or travel size 75c

AFTER-SHAVE LOTION
6-MONTH SIZE \$2.50
Refill or travel size \$1
plus tax

Courtley

MAGNIFICENT MEN'S TOILETRIES
IN MATCHLESS CONTAINERS

On his birthday, anniversary or any special occasion, a gift of magnificent COURTLEY toiletries will thrill him. The handsome "permanent" containers last for years, repeating the thrill daily. He'll value the clean, magnetic, masculine air these finer products give him! Look for COURTLEY products on counters and in windows of the best stores everywhere.

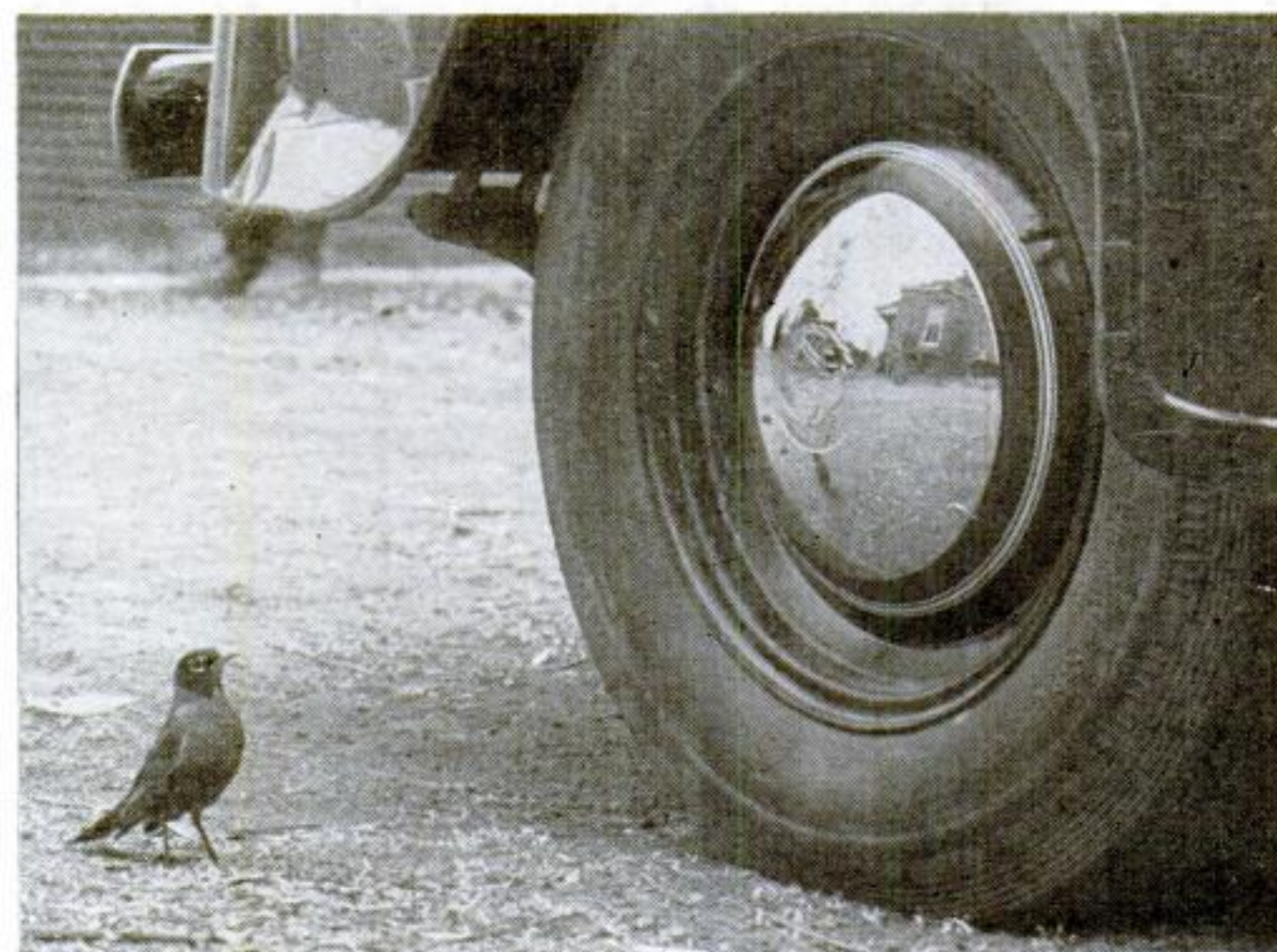
Combination sets in many colors to decorate the bedroom or bathroom. A complete line of men's toiletry needs—cologne, hair dress, powder, deodorant cologne, soap, etc.

COURTLEY, LTD., NEW YORK, LOS ANGELES

ANIMALS CONTINUED

SPRING ROBIN FIGHTS HIMSELF

As spring came to Conway, Ark., a cock robin promptly staked out his claim on the green campus of Hendrix College and gave the sharp chirp that warns other male birds to stay away. In search of worms, he hopped lightly over the grass and onto a gravel driveway where he suddenly spied his reflection in the polished hubcap of a parked car (below). Alarmed at the supposed intruder, the robin flapped his wings angrily for hours, trying to scare him away. Next day, exhausted but stubborn, he perched on a large brick provided by watching college students and waited for the other bird to come out for an open fight.



SHARP-EYED ROBIN SQUARES OFF TO FIGHT IMAGE IN SHINING HUBCAP



HE PECKS AWAY FURIOUSLY WHILE REFLECTED BIRD FLAPS WINGS TOO



TIRED AND PERPLEXED, THE ROBIN WAITS FOR IMAGE TO MAKE A MOVE



The Honeycomb Dot

2.50

A new arrangement of the fashionable foulard polka dot in a variety of bright colorings all hand printed by McCurrach. The fabric is the luxurious Golden Foulard woven of fine Celanese* rayon yarns. Ask to see McCurrach ties at better stores everywhere.

*Reg. U. S. Pat. Off.

Write for full-color booklet "Necktie Notes". How to tie Windsor, Bow and other tie knots.



McCurrach

McCURRACH ORGANIZATION INC., DEPT. EE • 411 FIFTH AVENUE, NEW YORK 16, N. Y.

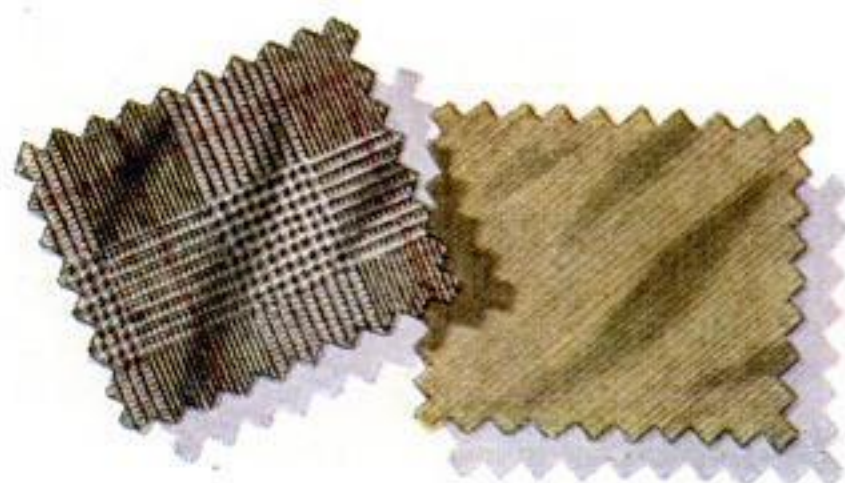
THE GIRL IS WEARING A STETSON, TOO. IT IS CALLED FLAGSHIP. STETSON MILLINERY FASHIONS ARE PRICED FROM \$6.95.



"Lucky I'm not the jealous type!"

1. When a girl teams up with a fellow like this one, she expects to see pretty heads turn his way. And you can see that he doesn't exactly discourage attention by the manner in which he dresses, either.

He gets off to a flying start, just as you will, by picking his clothes with an eye to the occasion. If you travel a lot, you'll find his casual, informal outfit—including the Stetson Flagship—just the ticket.



2. For traveling, pick a suit that's as breezy as a March day aloft—such as his Glen Urquhart plaid, worn with a casual tan covert topcoat.



3. Give the suit a lift with a gay red, black, and gray-striped tie, set off by a white oxford shirt. Wear checked socks, brown shoes.



4. Top it off with a rakish, new Stetson Flagship in suave Sky Gray—a sturdy, streamlined lightweight hat that takes you places in style.

The New STETSON Flagship—Right for going places!

The name Stetson in a hat is your assurance of quality and style. Stetson hats are made only by John B. Stetson Company and its subsidiary companies—in the United States and Canada.



EVAN LLEWELYN EVANS, THE BEAUTEÉ SOAP KING, SMILES FROM HIS CHAIR AS HE HEARS A RADIO COMMERCIAL STRESSING THE PHRASE, "LOVE THAT SOAP!"

GREENSTREET PLAYS THE GREAT HUCKSTER

He gets a fine role as Evan Llewelyn Evans, the tyrannical soap tycoon of Frederic Wakeman's novel

Last year's best-selling travesty on bigtime advertising, a racy novel by Frederic Wakeman called *The Hucksters*, produced a fictional soap magnate, Evan Llewelyn Evans, whose not-so-fictional mannerisms soon had the nation's business and advertising community in stitches. Now that *The Hucksters* is being made into a movie at Metro-Goldwyn-Mayer, a much vaster audience will be able to see the fabulous Evans as played by the accomplished Sydney Greenstreet (above). It is a fat role which

may even overshadow that assigned to the star of the picture, Clark Gable.

An autocrat who reminds many advertising men of the late George Washington Hill, the Lucky Strike cigaret tycoon, Evans is an egocentric genius with a flair for the dramatic and simple ideas on what makes good advertising ("Repetition. By repetition, by God, I mean until the public is so irritated with it, they'll buy your brand because they bloody well can't forget it.") At his famous

conferences, which LIFE has photographed and shows on the following pages, Evans tyrannizes his yesmen until they either quit with stomach ulcers or lapse into abject submission. Too strong for censors, however, may be one meeting when Evans, to impress a new hireling, spits on the table. "Mr. Norman," he shouts, "you have just seen me do a disgusting thing. But you'll always remember it. Mr. Norman, if nobody remembers your brand, then you ain't gonna sell any soap."



Blots blitz Bertha's bounce

The life of the party's now a sad chick. Little blackheads and superficial blemishes are making a wallflower of a real solid sander. Bertha should know that improper cleansing usually causes ugly blackheads. Tell her to do this:

Spread on a little Pompeian Milk Massage Cream. Massage vigorously. That clean-looking pink cream becomes an oily dirt-grey. It removes the surface accumulation of oily dirt from pore orifices, and aids in the mechanical removal of blackheads and similar skin blemishes... leaving your skin glowing with life and color... radiantly clean.

Less than 2c a treatment

A Pompeian Massage costs less than 2c a treatment. At drug and toiletry counters everywhere.

POMPEIAN
The original pink
MASSAGE CREAM



Send for your beautiful
"LUCKY HORSE"
gold-plated lapel pin!



Here's a pin you'll be proud of! It's the golden "Lucky Horse," inspired by an immortal Greek legend of good fortune. A smart gold-plated costume pin that brings a high fashion touch pinned to your suit... blouse... hat... or your pocketbook. It has a safety catch.

This lovely pin is our way of introducing you to non-drying Laco Genuine Castile Shampoo. Laco Shampoo is made from olive oil (its principal ingredient), castor and coconut oils. It does not impair natural scalp oils so essential to lovely hair. Your waves are made softer, last longer. Take advantage of this great offer today!



MAIL COUPON!

Laco, Dept. L-3, Box 5226
Baltimore 24, Md.

Enclosed please find 25c and Laco box top. Send me Laco's beautiful gold-plated "Lucky Horse."

Name.....

Street.....

City.....State.....

"The Hucksters" CONTINUED



IN THE BOARDROOM of his corporation, Evan Llewelyn Evans (Sydney Greenstreet) tells his yesmen that irritating commercials will sell the most soap.



EVANS POURS water on the boardroom table to stress an opinion about advertising, announcing, "I believe in demonstration. Any other way is all wet."



EVANS CONFERS "the mantle of Beatee Soap" on his advertising man (Clark Gable) for thinking up a nauseating new radio plug, "Love that soap!"



WITH GENUINE

Footlets

Balmy springtime weather welcomes back the days of bare-leg freedom. This year resolve never to put shoes on your bare feet. Wear Footlets — cool, clean, comfortable Footlets — for healthy, lovely feet and a happy, care-free Summer. Regular, Open Heel and Toe Guard styles at good stores.



J. W. Londenberger & Co., Phila. 24, Pa.
Also Makers of Randolph Knit Anklets

BOWERS
A Name to Remember

Better-Built
BATTERIES

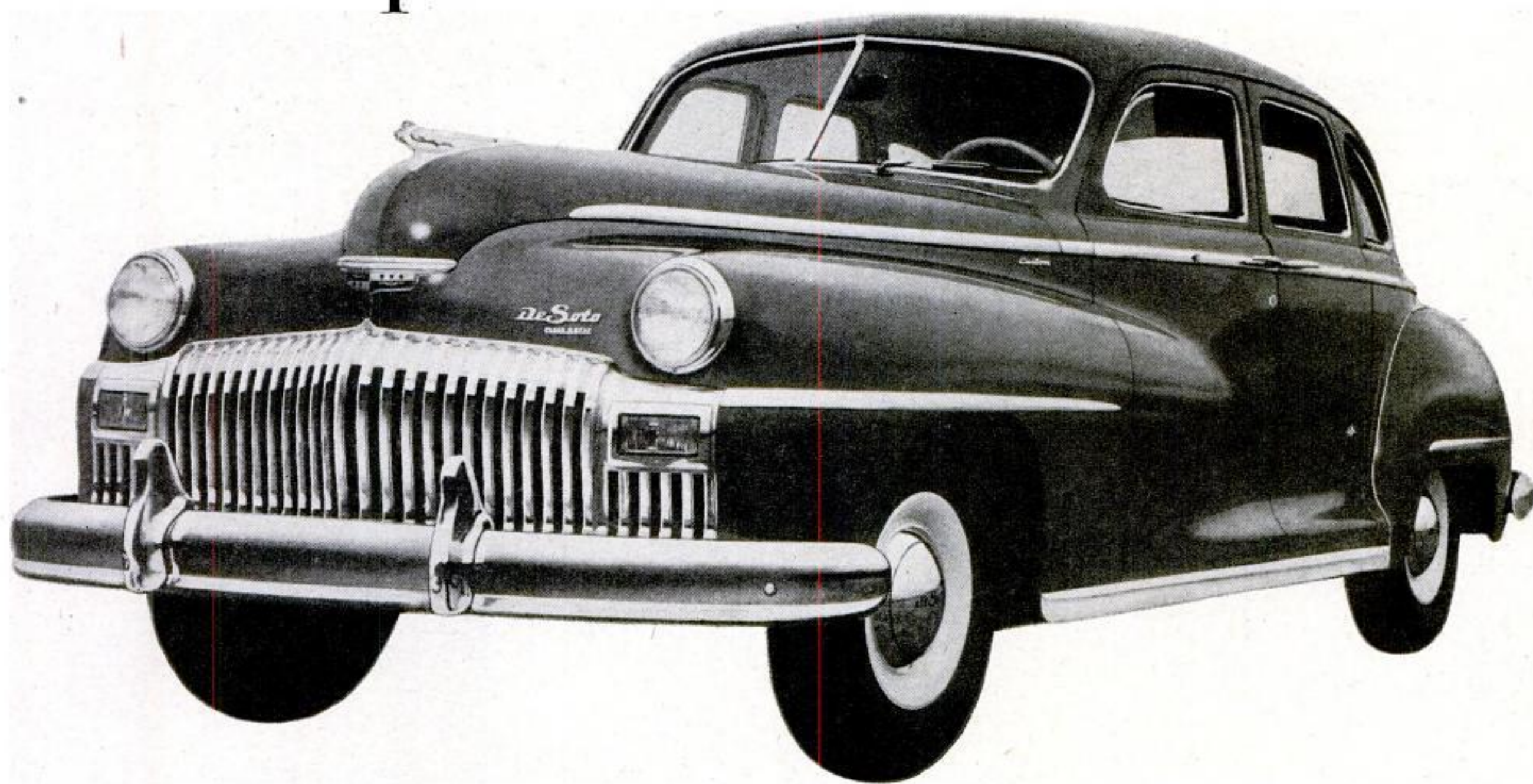
SPARK PLUGS

RADIOS


BOWERS BATTERY & SPARK PLUG CO.
READING • PENNSYLVANIA

CONTINUED ON PAGE 54

“DE SOTO is the best
car I ever owned, regardless of
price,” say overwhelming majority
of new De Soto owners in a
nationwide poll!



Lets you drive without shifting

OVER 3000 DE SOTO-PLYMOUTH DEALERS COAST TO COAST EQUIPPED TO GIVE YOU EXPERT SERVICE
DE SOTO DIVISION,  CHRYSLER CORPORATION

... fresh as a pup



Setter Red

by **BOSTONIAN**

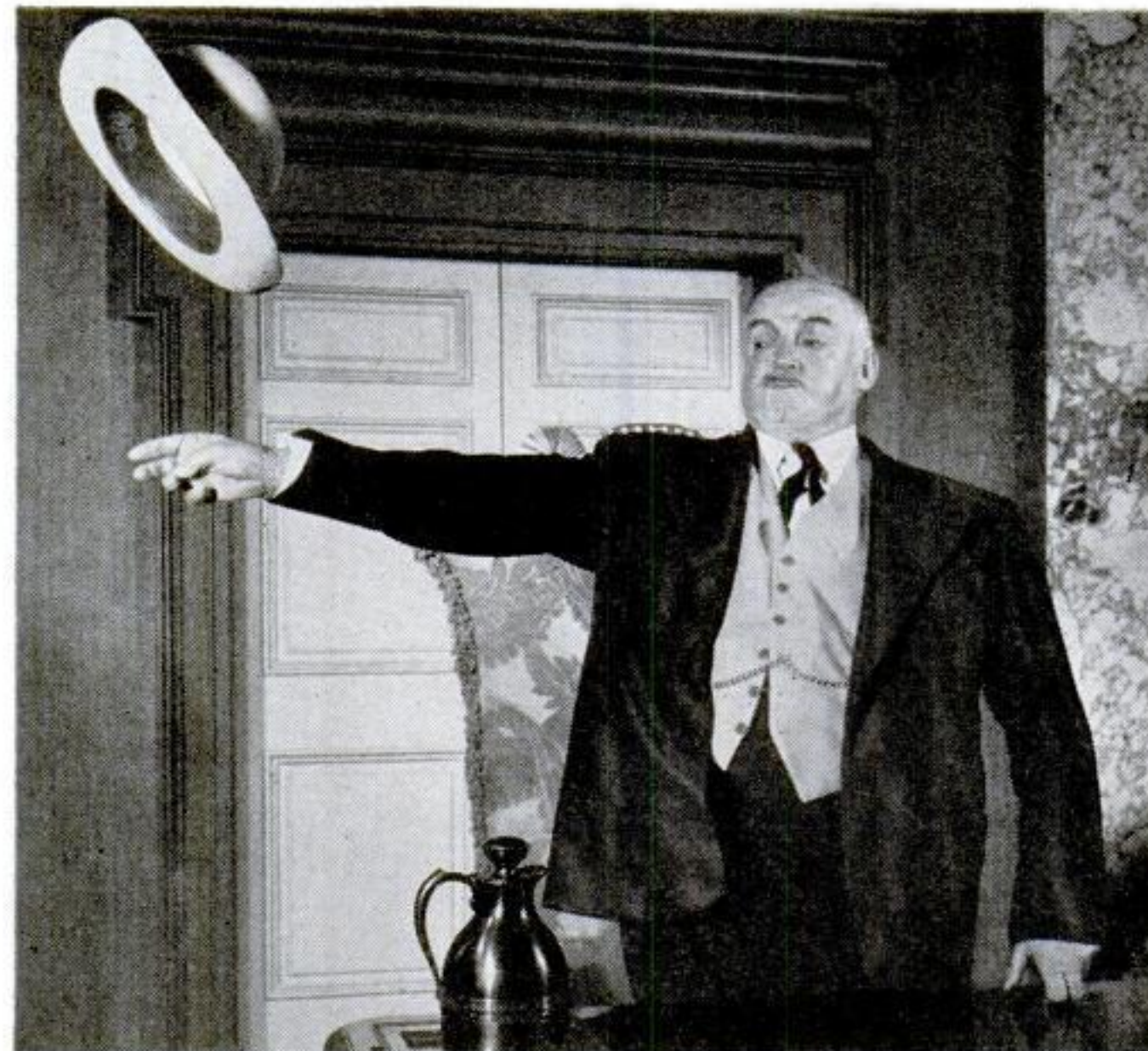
THE MARSHALL
 Setter Red . . . a color to please the eye. Bostonian's wing-tip . . . a shoe to please the foot. Perfect combination to put a man in season!

THE WALES
 Sleek, smooth veal . . . roomy oxford hand-rubbed to a glowing Setter Red. The saddle-stitched trim is the handsome note!
 BOSTONIANS start at \$11.95

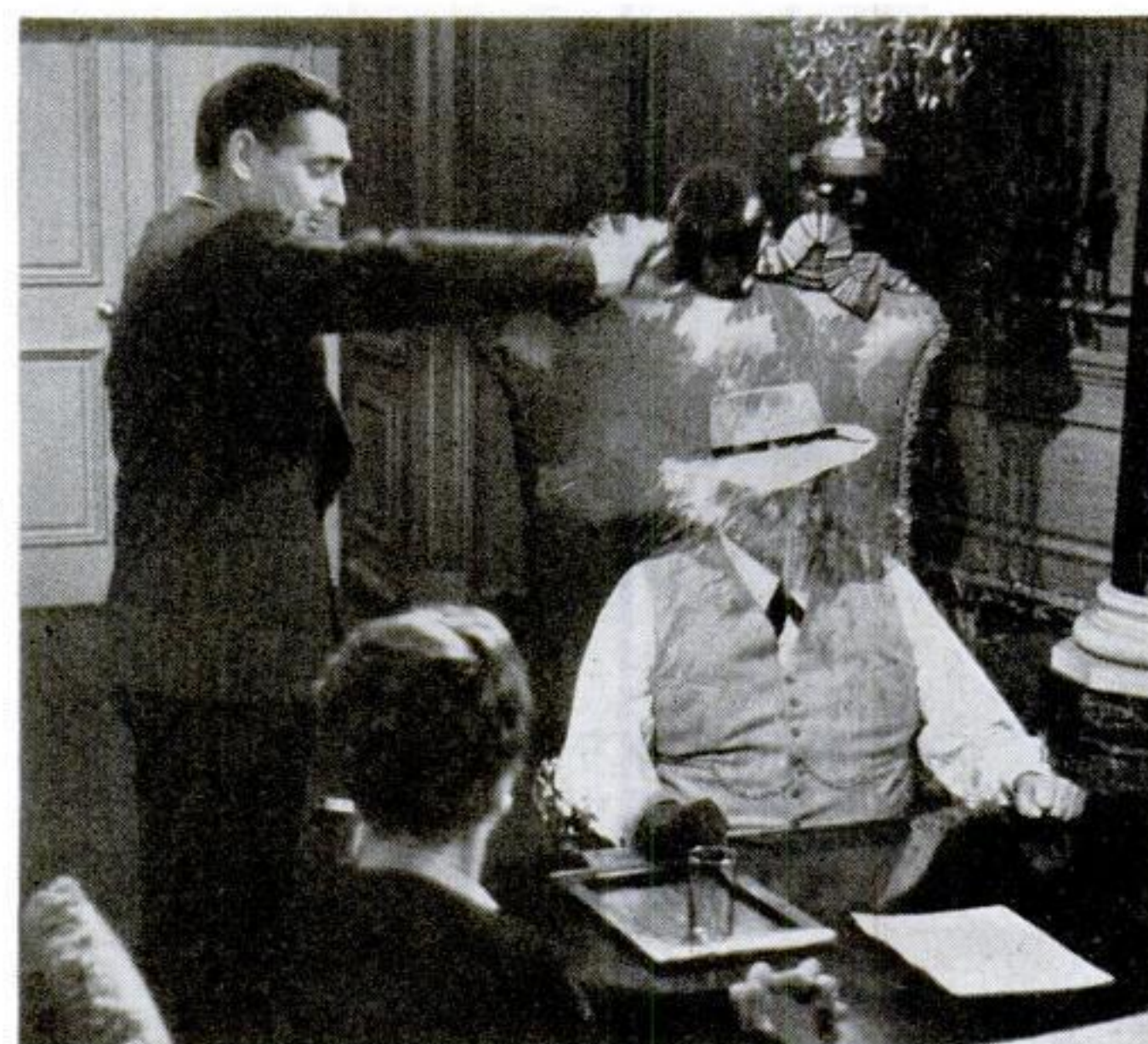
Bostonians

FIT RIGHT • FEEL RIGHT • THEY'RE WALK-FITTED
 WHITMAN, MASSACHUSETTS

"The Hucksters" CONTINUED



EVANS ILLUSTRATES figure of speech ("a straw in the wind") by tossing away his straw hat. "See what I mean?" he barks. "Check!" cry his yesmen.



EVANS IS DOUSED with his own water carafe when the new ad man catches himself yelling "Check!" He decides to quit and save his self-respect.



EVANS IS ENRAGED and rises majestically and apoplectically as the water drops off. This scene is new. In the book Norman never insults Tycoon Evans.



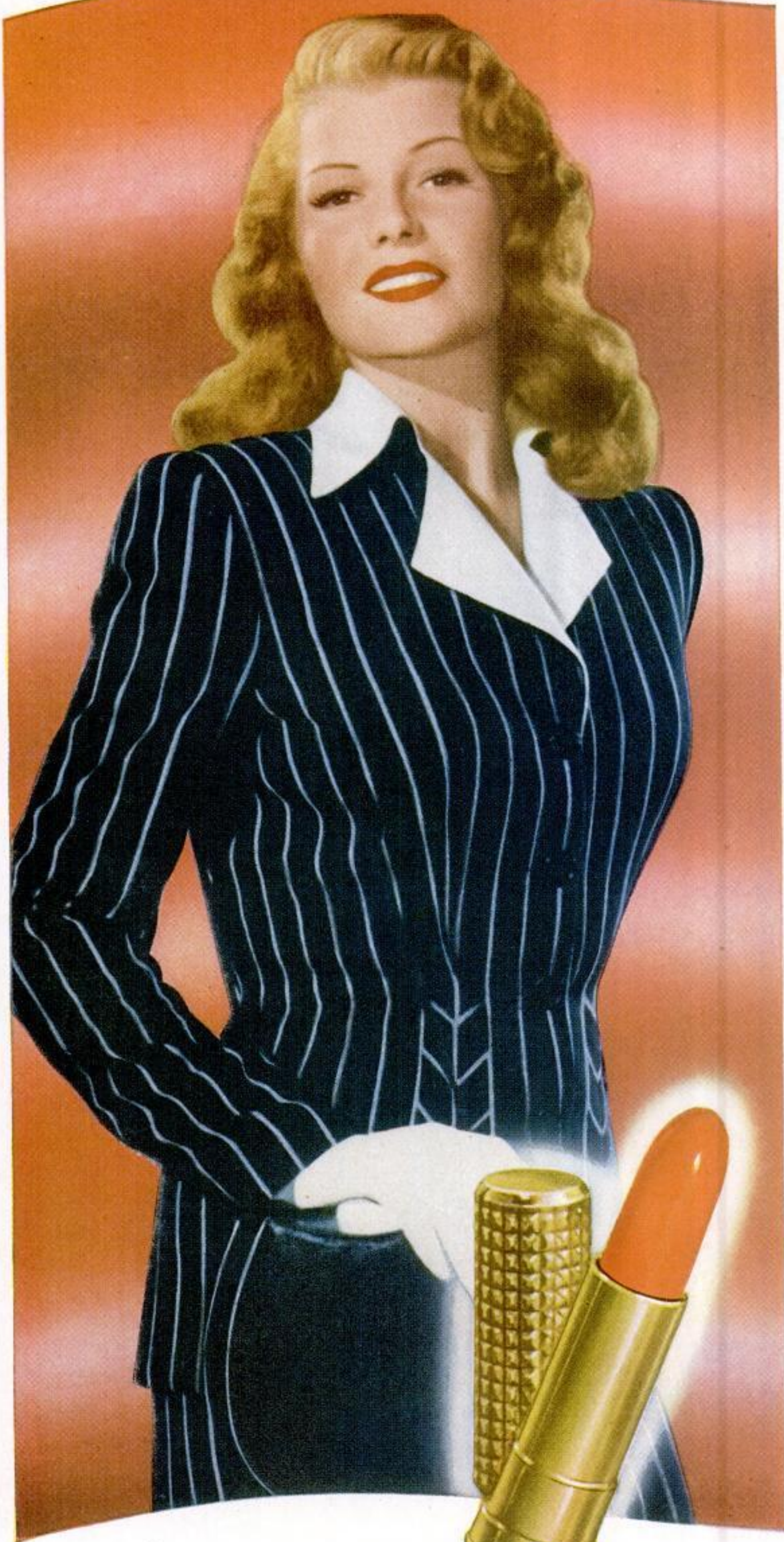
Spring comes in 5 flavors!

What makes this Maypole so lusciously merry?
 Orange! And Lemon and Lime! And Wild Cherry!
 Glorious tangy-sweet Pineapple too.
 Tastes like a dream—and it's fresh as the dew!
 And *every one* of these yum-yummy flavors
 Comes in each pack of FIVE FLAVOR LIFE SAVERS.



Only 5¢

A new rainbow of Lipstick Reds



PHOTOS BY COBURN

CLEAR RED



BLUE RED

Rita Hayworth

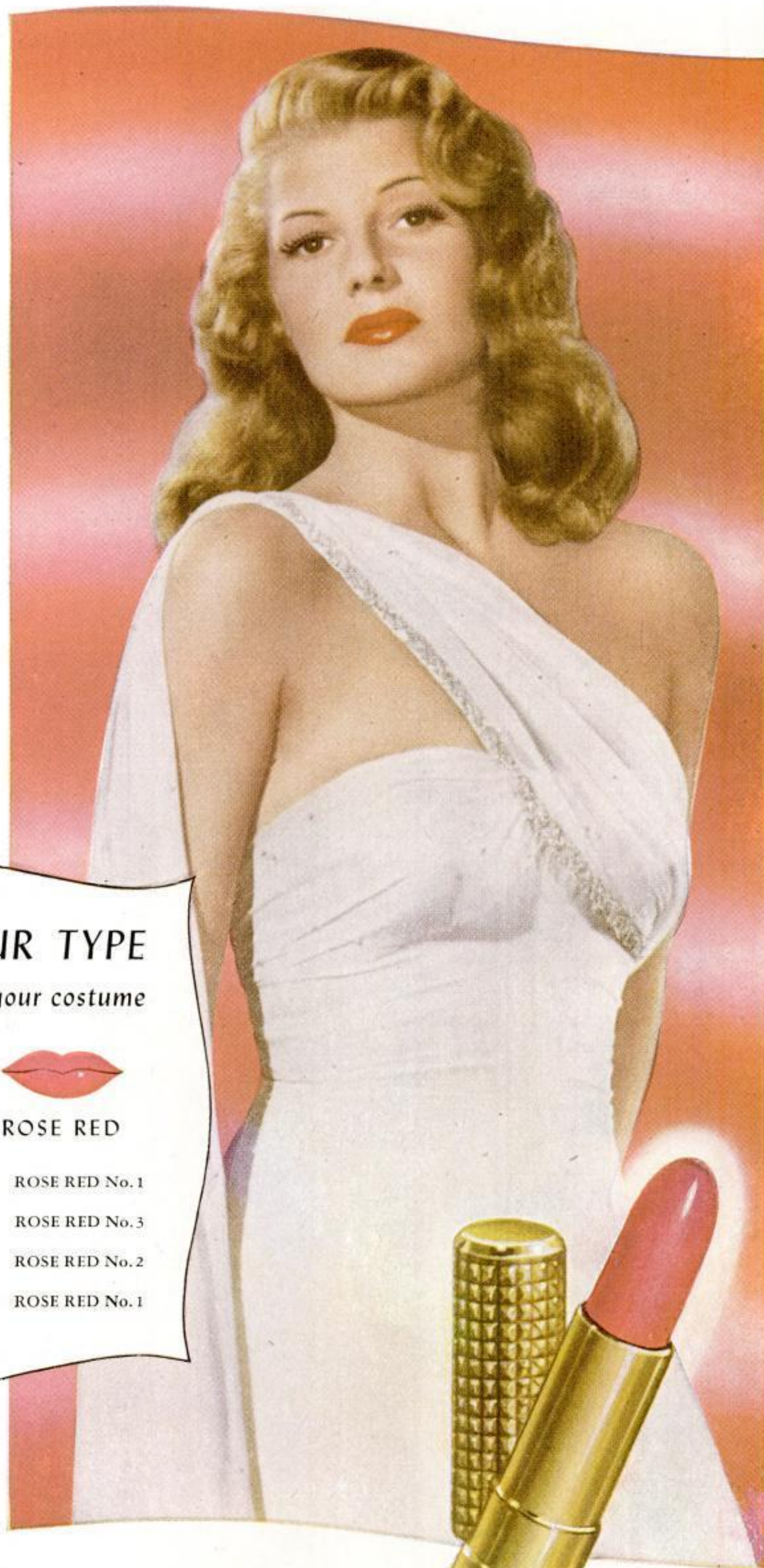
STAR OF "DOWN TO EARTH"
A COLUMBIA PICTURE IN TECHNICOLOR

...three shades for your type!

LATEST FASHION in lip make-up straight from Hollywood ...Clear Reds, Blue Reds and Rose Reds to harmonize with your coloring, costume and mood...in a sensationally new and different Lipstick!

- * New kind of lip make-up...oh! so s-m-o-o-t-h
- * The color stays on until you take it off
- * New original formula does not dry the lips

Are you a blonde...a brunette...a brownette...a redhead? For each of these types, this new *Max Factor Hollywood* Lipstick comes in three exclusive new reds...Clear Red, Blue Red, Rose Red. From the chart below select for yourself the shades recommended for *your* type. Then, for thrilling new glamour, try this new Lipstick, based on a new, exclusive formula discovered by *Max Factor Hollywood*.



THREE SHADES FOR YOUR TYPE

Correct for your coloring... correct for your costume



CLEAR RED



BLUE RED



ROSE RED

BLONDES..... CLEAR RED No. 1 BLUE RED No. 1 ROSE RED No. 1

BRUNETTES.... CLEAR RED No. 3 BLUE RED No. 3 ROSE RED No. 3

BROWNETTES... CLEAR RED No. 2 BLUE RED No. 2 ROSE RED No. 2

REDHEADS CLEAR RED No. 1 BLUE RED No. 1 ROSE RED No. 1



U. S. Patents
No. 2157667
2211465

In a modern-design
metal case...\$1.00



Color Harmony
Make-Up...

"PAN-CAKE" • POWDER
ROUGE • LIPSTICK

ROSE RED

Max Factor * Hollywood

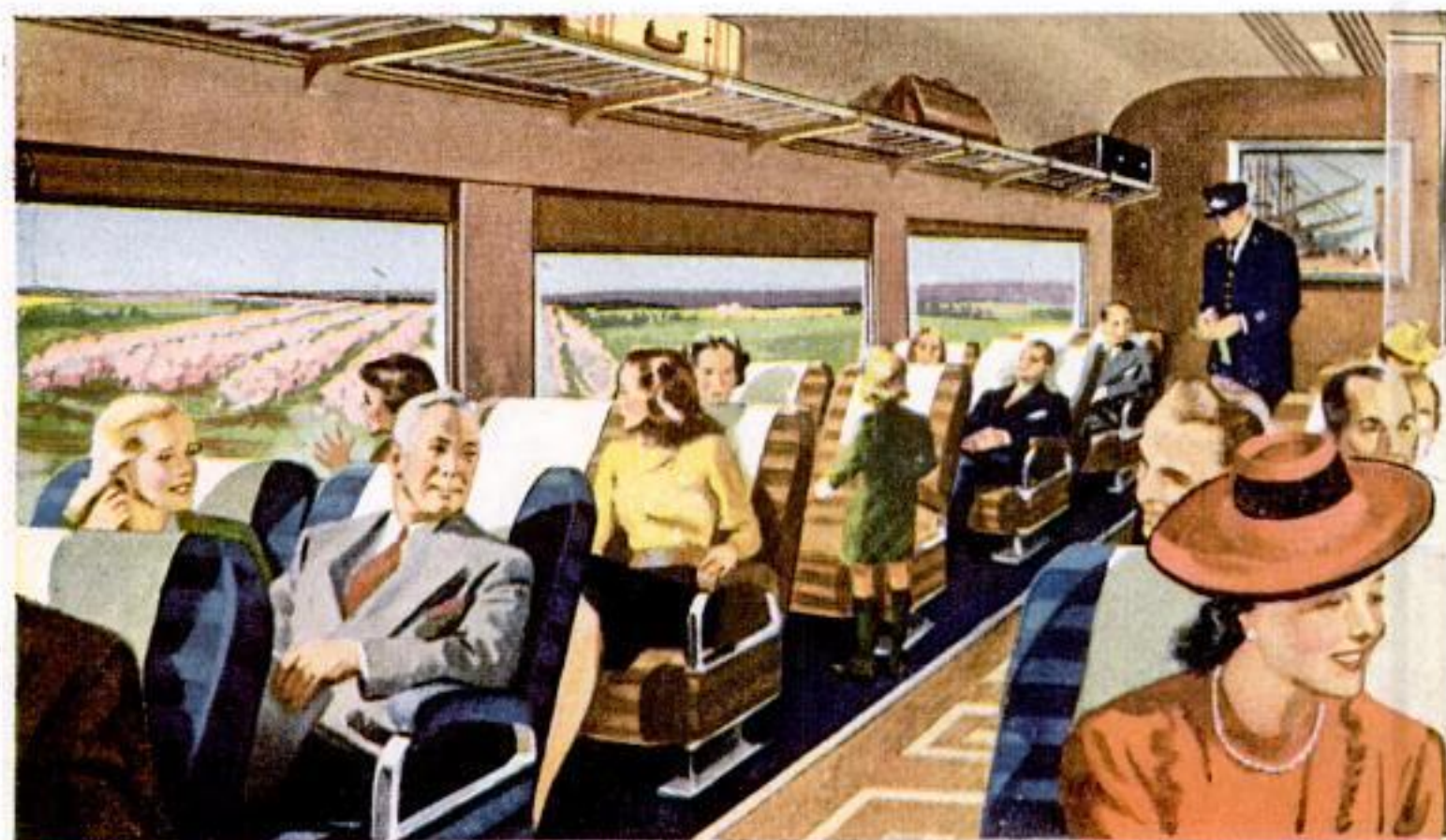
NEW Streamliners and Dreamliners...

**Headliners in New York Central's
1947 Luxury Parade!**



This is your Travel Year

Miles of new, streamlined coaches are here. And close on their wheels will follow more miles of all-private-room sleeping cars for a new fleet of overnight *Dreamliners*. All part of the \$100,000,000 program now spotlighting the *new* in New York Central!



NEW *Days of Delight*

Sink back into the depths of a reclining seat aboard one of New York Central's post-war coaches. Enjoy the year round comfort of clean, conditioned air. Watch America roll past your wide-view window at scenic level. Dine in thrifty, new coffee-shop cars. Lounge in luxurious new coach observation cars. In short, *fare like a king at low coach fares!*



NEW *Dream Trips by Night*

Relax in the privacy of your own completely equipped room. Or enjoy the sociability of Central's smart new club cars. Feast in new dining cars... some so spacious they need separate kitchen cars. Later, sleep in a feather-soft bed as your *Dreamliner* speeds in any weather over the smooth *Water Level Route*. And arrive refreshed for the day ahead.

NEW NEW YORK CENTRAL
The Water Level Route — You Can Sleep



© 1947, New York Central Railroad Company



STRUGGLE FOR THE WORLD

Western civilization is doomed by Communism, says controversial new book, unless U.S. stops vacillating, bids for world empire

by JAMES BURNHAM

THE Third World War began in April 1944. The incident was hardly noticed behind the smoke of clashing armies and the rubble of cities falling.

A few ships of the Greek navy, operating under the British Mediterranean Command, were in harbor in Alexandria. The Greek sailors, joined by some Greek soldiers stationed nearby, mutinied. It was not a serious revolt; a few shots were fired, a few lives lost. It was recalled briefly by some when, later, a short, bitter civil war broke out in Greece proper.

The mutiny at Alexandria was led by members of a Greek military organization called ELAS, which was directed by the Greek Communist party, KKE. The Greek Communist party, like all Communist parties, is a section of the international Communist movement. International Communism is led, in all its activities, from its supreme headquarters within the Soviet Union.

Politically understood, therefore, the Greek mutiny of April 1944 and the subsequent Greek Civil War were armed skirmishes between the Soviet Union and the British Empire. In the Second World War, however, which had still at that time more than a year to run, Britain and the Soviet Union were allies, not enemies.

In the late summer of 1945, Japan fell. The Communist armies of the Yen-an government, sheltered, equipped and in part officered by the Red army, attempted to establish independent sovereignty in Manchuria, northern and part of Central China. These armies met in battle with the armies of the Chungking government, trained and equipped with the help of the U.S. Army and transported by ships of the U.S. Navy. But, here again, in the Second World War, the U.S. and the Soviet Union were allies, not enemies.

These conflicts, in China and in Greece, were not the final phases of World

The Struggle for the World, by James Burnham, which is published this week (John Day, \$3) and condensed on these pages, is likely to be one of the most discussed books of the year. The author boldly states the thesis that conflict between Russia and the U.S. is inevitable. On this premise he argues that we must oppose the Russian challenge with a dynamic world organization of our own, or we will be destroyed. As a step in this direction, the U.S. Congress is now debating loans to Greece and Turkey.

War II but the opening skirmishes in another war. Already thousands, even tens of thousands, of men have been killed in this war, among them armed soldiers of the U.S.

The U. S. has already made the irreversible jump into world affairs. It is committed everywhere, on every continent, in every major field of social action, and it can never again withdraw. *We have now entered a period of American*

history in which world politics take precedence over national and internal policies and in which world politics literally involve the entire world. All of world politics and all of what is most important in the internal politics of each nation are oriented around the struggle for world power between Soviet-based Communism and the U.S. This is now the key to the political situation.

In the Third World War the U.S., whatever the wishes of its citizens, is one of the two dominating contestants. But socially, politically and culturally the U.S. is not prepared for the world role which it is nevertheless compelled to play. It is mature in one field alone: the development of the technique of production. But when he leaves the premises of the factories the American appears as a gawky adolescent.

Let us consider, for example, the attitude of our soldiers at the end of the recent war. It was summed up in a single objective: to go home to Mother, the Best Girl, a local job and the corner drugstore.

It is contemptible to blame the young soldiers for their provincial attitude. It is the nation, not the soldiers alone, that is unprepared. It was the members of Congress, not the soldiers, who showed real cowardice and blindness. They failed to point out to the soldiers the responsibilities of world power and sought demagogically to gain a few cheap votes by joining in the clamor to bring the boys home.

Equally revealing is the nation's attitude toward its armed services.

STRUGGLE FOR THE WORLD CONTINUED

Responsible world power must be based finally upon military strength. The nation, daily and unavoidably intervening all over the world—from Argentina to Spain to Iran to Manchuria—suffers an extended internal crisis over the perfectly obvious question of a renewed draft law, a necessity which is so much accepted by all other nations as to be not even fit subject for debate.

The same provincialism is reflected in the U.S. educational system. There are few Americans who can speak, even tolerably well, a foreign language, and fewer still who bother to learn intimately another nation's culture. From primary school to university, politics is taught under such headings as "civics" or "government." We seldom find courses offered in world political history and its correlated fields, in geopolitics, world economics, military history.

We may note similar provincial characteristics in the nation's economic conceptions. The owner of a factory is delighted to sell his goods abroad at a profit. He does not want to reflect that if he

and others like him sell abroad, then someone inside the country must also buy from abroad. He has not learned that for a mature world power it is even more necessary to receive than to give.

Most important of all, however, is the immaturity of the U.S. in political understanding. As a result its foreign policy shifts without adequate motivation; it does not secure political results commensurate with its material strength.

We live in what Lenin correctly described as an "era of wars and revolutions," in the midst, indeed, of a great world revolution. A distinguishing and all-important development of this era has been the rise of the totalitarian political movements of the essentially similar though variously named Nazi, fascist and communist varieties. Nowhere is the political illiteracy of Americans more fully and disastrously shown than in their lack of understanding of these totalitarian movements.

A new yardstick is needed

MANY of our political leaders believe that the totalitarian parties, though somewhat strange and "foreign," are fundamentally similar to our own Democratic and Republican parties. These totalitarian movements, with their steel discipline, their monolithic structure, their cement of terror, their rigid and total ideology, their pervasion of every aspect of the lives of their members, are of a species totally different from what we are accustomed to think of as "political parties."

Our diplomats believe that they are bargaining with other men who, though tough and shrewd, are of a kind similar to themselves and who operate according to the same underlying rules. For the Soviet men, the bargaining is the lesser detail. They are there to use the conference as a forum from which to speak to the masses and as a device not for gaining agreements with, but for promoting the destruction of, their fellow conferees. In his chief theoretical work, *Problems of Leninism*, Stalin has written, "It is inconceivable that the Soviet Republic should continue to exist interminably side by side with imperialist States. Ultimately one or another must conquer."

The Communists are at the present time ready but not anxious for war. There are in their ranks no signs of any unwillingness to fight at once if it seems advisable. Indeed they have been fighting right along, sometimes on a considerable scale, in many parts of the world. There is, however, reason to believe that they would prefer a delay of 10 or 15 years in the outbreak of general warfare.

Their wish for delay is understandable. The parts of the world which the Communists now control are, relative to the U.S. and its potential associates, technically and economically backward. In particular they still lack atomic weapons and the means of producing them. By

delay these deficiencies might be at least partly overcome. With even five years they will probably have atomic weapons ready for use.

The existence of atomic weapons prohibits any long postponement of a showdown. Their threat presents the perspective of social annihilation, at the very least for the losers, not

in centuries or generations, but on the immediate horizon. There is no time for ideal societies to be reached by education or other slow processes in a century or two.

If a workable solution for the problem of atomic weapons is not found within a relatively few years, Western civilization will cease to be the dominant civilization of the world, if it does not disappear altogether.

If we are not yet ready to accept passively the final collapse of Western civilization, a necessary first condition of any workable solution of the problem posed by the existence of atomic weapons is that *there must be an absolute monopoly of their production, possession and use.* It might be argued that a much simpler and surer solution would be to get rid of all atomic weapons. To get rid of them it would not be enough to bury them, denatured, in the sea and to wreck the atomic plants and laboratories. We should have also to get rid of what had once brought them about and would promptly do so again: that is, modern science and modern technology, as well as the scientists and technicians who produced it. This would be the equivalent of wiping out Western civilization, the same result that the atomic weapons themselves threaten, and would thus solve nothing.

The only way in which atomic weapons could actually be eliminated is the way in which a monopoly often eliminates products which it controls: by withholding at its own discretion their manufacture and use. An absolute monopoly of control, by whomever exercised, would not, it is true, make certain that atomic weapons would never be used. But it would automatically remove from those in charge of the monopoly by far the greatest motive for their use: the fear that someone else will use them.

If there is to be monopoly control of atomic weapons, who is to be the monopolist? The usual answer to that question is a "world government." According to this theory, the world government would exercise supreme world sovereignty. In it the atomic monopoly would be vested.

A world government would certainly be the

WORLD WAR III HAS BEGUN

- It is in the opening skirmish stage already
- The Russians realize it and are politically and spiritually prepared
- The Americans, although they have the atomic bomb, are unprepared
- Existence of atomic weapons threatens all-out war in a few years
- Only a U.S. monopoly of atomic weapons can prevent this

CHINA



This unhappy land is one of eight points listed here and below where Russian and democratic interests collide. The U.S. has recently pulled out of China after vainly trying to end the civil war, leaving Chiang to fight it out with Reds.

NETHERLANDS INDIES



Nationalist agitation is being fanned there by Communist agents hoping to upset the established control of the British and Dutch empires in East Indian archipelago.

INDIA



Great Britain has after a century finally made the momentous decision to pull out of India. In the wake of its withdrawal civil strife between Hindus and Moslems is increasing, weakening India and easing the Communist infiltration.

IRAN



With American and British encouragement, Iran has survived one attempted Russian putsch since the ending of the war. But the Russian pressure continues, waiting for the moment when the U.S. and British interest will relax.

GREECE



Threatened economic collapse at home has forced Britain to stop supporting the Greek campaign against an all-out Russian effort at communism. The U.S. government is at this moment considering taking over British commitments.

YUGOSLAVIA



Mistaken British and American diplomacy during the war backed Russian agent Tito instead of the Yugoslav patriot, Mihailovich. Result: an iron Communist dictatorship, which has firmly bolted Yugoslavia to the Russian empire.

SPITSBERGEN



Recognizing the growing importance of northern bases in polar strategy, Russia has been putting pressure on Norway since 1944 for military concessions in Spitsbergen to counter American development in Alaska and Greenland.

CUBA



Main headquarters of Communist infiltration into the Western Hemisphere is now Cuba, where organized labor is Communist controlled, and the leader of the local Communist party is also vice president of the Cuban Senate.

CONTINUED ON PAGE 62



WORLD STRUGGLE

as seen by
James Burnham

- KEY:
- America and possessions
 - Under American influence
 - Russia and possessions
 - Under Russian influence



your
green
light
for the
easter
parade

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the leather — rich and lustrous . . . the billfold —
a Princess Gardner, to work magic with your new
ensemble, to work miracles of usefulness in your handbag,
with its Registrar photo-card case.
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Matching Key Gard, \$2.50. Plus tax.

Princess Gardner



makers
of the famous
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STRUGGLE FOR THE WORLD CONTINUED

best solution to the present crisis. But this truth is not enough to bring a world government into being. The present advocates of a world government seem to believe that if there were somebody—the U.N. for example—that we could agree to *call* a world government, then that body would *be* a world government. It is not so easy.

A genuine government is not an abstraction. It is composed of actual human beings, organized into institutions and cemented by a common body of shared ideas. A considerable percentage of the subjects, or citizens, of a genuine government must be ready to recognize, freely or through coercion, that there is no political power superior to the government. That is what is meant by calling a government "sovereign," and without sovereignty it is not a

JAMES BURNHAM

Born in Chicago, educated at Princeton and Oxford, he was active in radical politics in the 1930s. He edited the Marxist journal *The New International*, finally broke with every form of Communism, now teaches philosophy at New York University. He is the author of *The Managerial Revolution* and *The Machiavellians*.



government. There is no sentiment toward surrender of sovereignty on the part of any U.N. member. Therefore to place atomic weapons in the hands of any commission composed through and out of the U.N., or any comparable commission, does not in the least establish a monopoly.

The believers in world government usually seek their precedents in the founding of the U.S. Analysis can easily show, however, that this analogy, so persuasive at first hearing, breaks down at every relevant point.

The 13 colonies shared not only the common Western culture but, for the most part, the specifically English form of that culture, including the English language. As dependencies of a single great power, they were accustomed to think of themselves together politically, as united in a common political fate, and they had no tradition of separate sovereign existence. They had fought together the long, difficult Revolutionary War, and had together conquered. Moreover the very real threat of external force was by no means removed through victory. Almost all the leading statesmen of the colonies understood that the failure to become a strongly united nation would surely open the road to constant intrigue by the great European powers, playing off one set of states against others, with the long-term aim of re-establishing European domination.

A world government is impossible

THUS, if we judge by facts and not by wishes, we cannot escape the following conclusion: within the given time limits the free and voluntary establishment of a world government is historically impossible. It is impossible because the necessary historical preconditions do not exist. In the world as a whole there is not cultural unity but cultural plurality, and, in addition, the superimposed fracture into totalitarian and nontotalitarian segments.

We have been considering the prospects of a world government achieved by free and deliberate discussion. If, however, we consider not a world government without sovereignty but rather a world empire established at least partly through force and the threat of force, historical evidence no longer dictates the same negative conclusion.

By a world empire I mean a state, not necessarily worldwide in literal extent but world-dominating in political power, set up at least in part through coercion (quite probably including war, but certainly the threat of war) and in which one group of peoples (its nucleus being one of the existing nations) would hold more than its equal share of power.

Let us suppose that the U.S. had been founded not through acceptance by all the states of the Philadelphia Constitution but in some such way as follows. New York and Pennsylvania, convinced that the unity of the colonies was necessary and despairing of getting it in time through peaceful agreement, determined to force it. Through a combination of negotiation, threats, concessions, bribes and perhaps some actual fighting, they succeeded, and brought all the colonies under the jurisdiction of a government so constituted

CONTINUED ON PAGE 65



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Joan Crawford



STRUGGLE FOR THE WORLD CONTINUED

that a predominant (though not necessarily exclusive) power over certain key questions, such as foreign affairs and the army, was guaranteed to New York-Pennsylvania. Then, in the sense I am giving, the result would have been an "empire."

The imperial power of the world empire need not be totalitarian—that is, intervening in all phases of social activity. There is, in fact, only one absolutely essential world task of the possible world empire of tomorrow: the preservation of the monopoly of atomic and comparable weapons. The fulfillment of the central task is compatible with much looseness of the imperial structure in other fields.

There are among existing institutions two, and just two, serious candidates for the monopoly control of atomic weapons. The U.S. and the Soviet Union alone possess all the necessary qualifications—raw materials, the industrial plant and trained personnel. The issue of atomic warfare is therefore an issue between the U.S. and the Soviet Union. This issue will be decided, and in our day. In the course of the decision both of the present antagonists may, it is true, be destroyed. But one of them must be.

U.S. foreign policy, from the points of view both of national interest and of the world crisis, has for a number of years been mistaken in conception, in method and in content. The first requisite for a workable policy is, therefore, a sharp break with the past.

MISTAKEN U.S. FOREIGN POLICY

► In five years it has tossed to Russia diplomatic prizes in China, Korea, Germany and the Balkans

► We must reverse this policy and be prepared to make an open bid for world leadership

► This means an American empire in opposition to the Soviet empire

THE U.S., most of the time, has not really had a foreign policy. Under the guidance of no-policy you will treat each separate problem "on its own merits." The Communist Polish government promises democratic elections, so you throw the London Poles out the window. England must export to live, so you make them haggle over interest rates on a government loan. Chiang Kai-shek is not as democratic as he might be, so you tell him he must take Communists into his government.

What is wrong, however, is not this or that tactic, but the basic idea of the foreign policy with which we came out of the war. This idea is that, by some means or combination of means, we must and will solve the problems of world politics by "getting along with Russia" and this is interpreted to mean getting along not with the Russian people—who could be friendly enough—but with the Communist regime which now dominates Russia. But the truth is that we can "get along" with Communism in only one way: by capitulating to it.

The two most vehement and coherent positions taken on the problem by U.S. public opinion are those of appeasement and of a new form of isolationism.

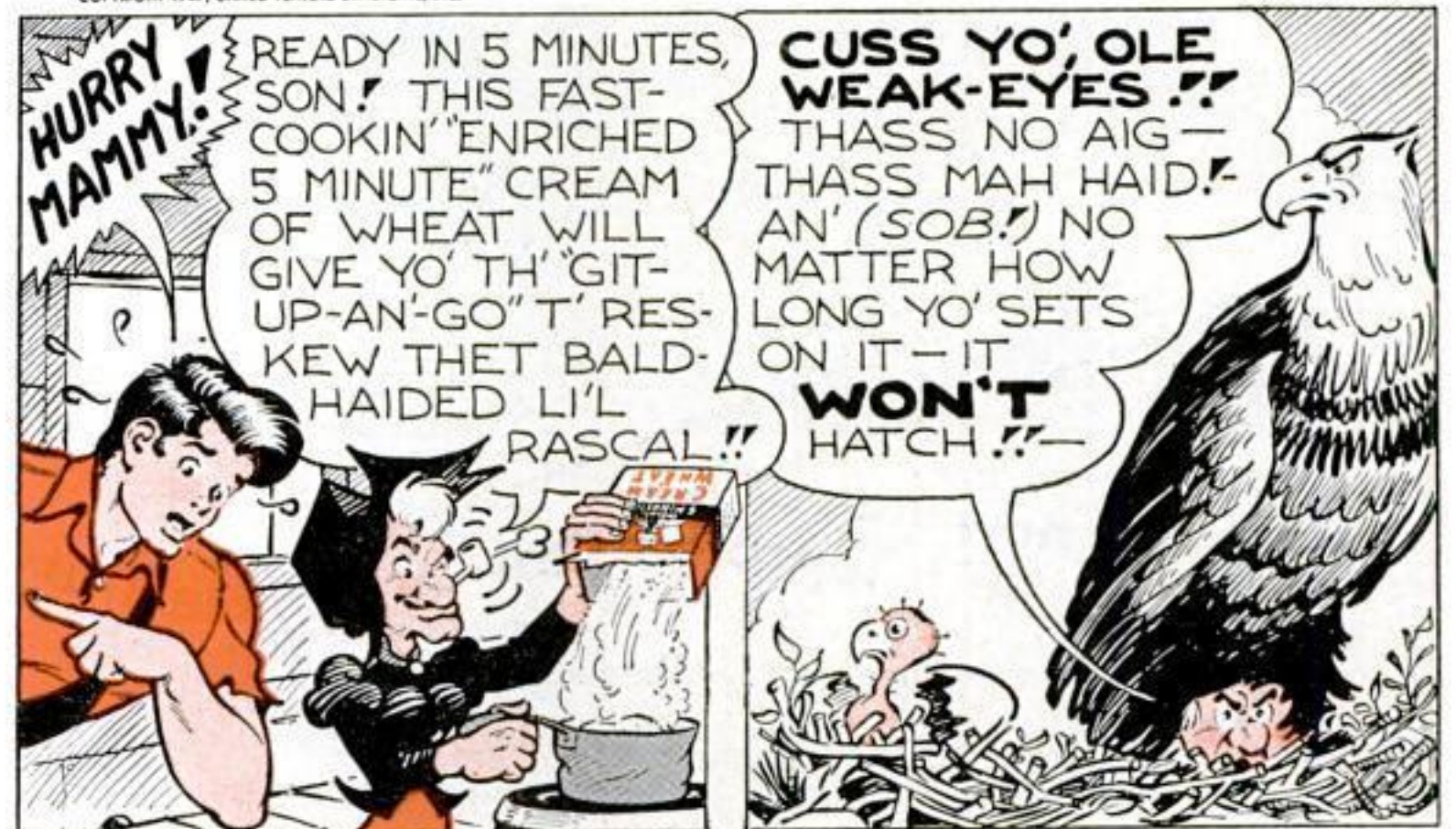
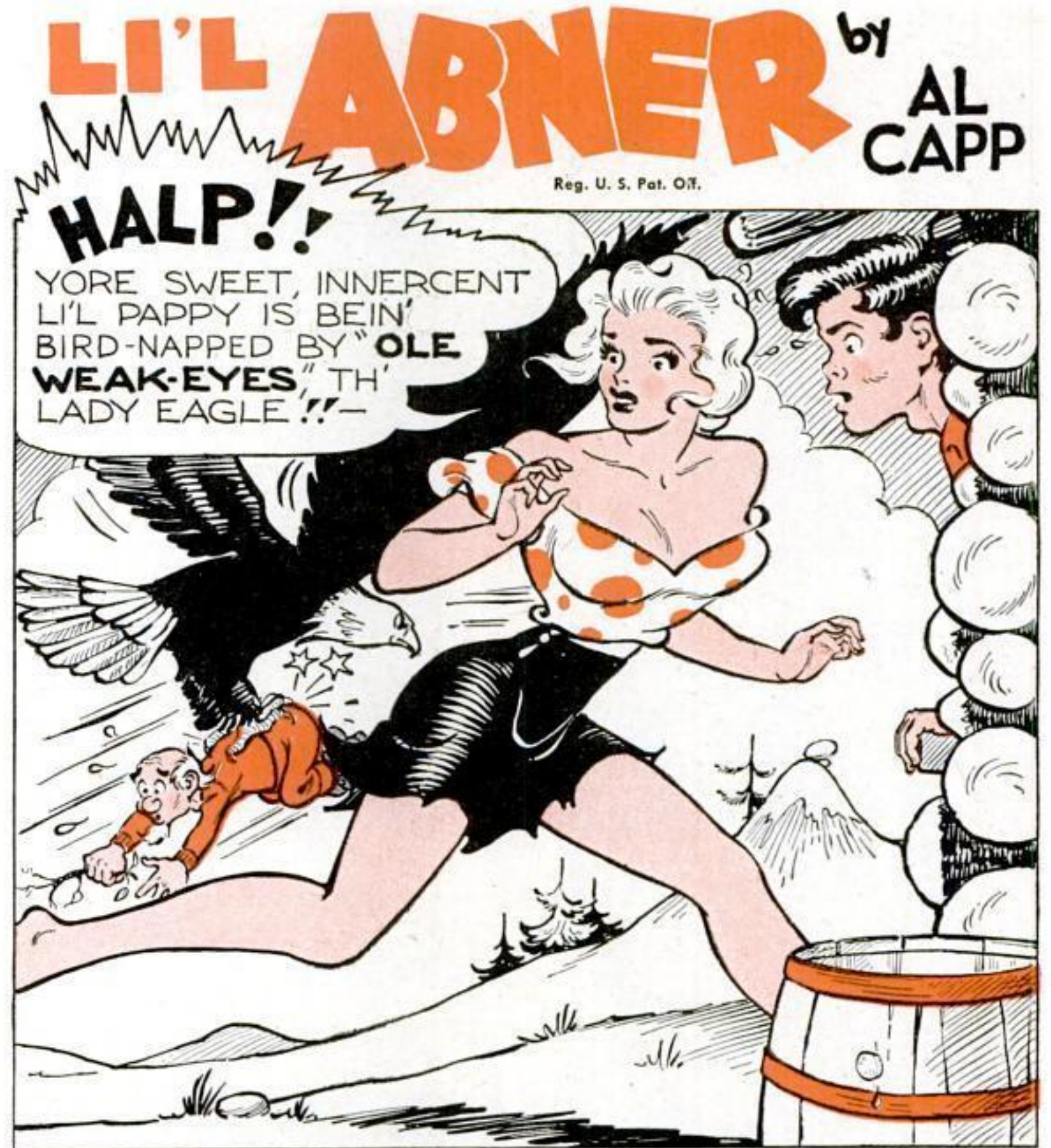
The unremitting source of the appeasement point of view is the Communist propaganda machine. Its most publicly conspicuous adherents, however, have been such conspicuous men as Henry Wallace, Claude Pepper, Elliott Roosevelt and Joseph E. Davies.

The new isolationism is grossly manifest in the Chicago *Tribune* or the New York *Daily News*; it shows more honestly in the failing politics of the La Follettes or Burton K. Wheeler; and it becomes dignified in the refined nostalgia of Charles A. Beard.

Appeasement and isolationism seem, to American public opinion and to each other, the ultimate opposites in the debates over U.S. foreign policy. Certainly appeasers and isolationists reserve for each other their fiercest invective. The Chicago *Tribune's* contemptuous cartoons of Wallace are equaled only by Wallace's bitter jibes at the *Tribune*. But, if we relate words to facts, we discover that the differences melt and blur.

The proposals of both are equally incapable of fulfillment. In their political consequences, they are identical. Both, in their different ways and from their different motivations, offer a free rein to the Communists. Either, directing U.S. policy, would permit the Communists, unhampered by the isolationists, positively aided by the appeasers, to carry forward their own Communist world policy. A surer guarantee of war, and of war disastrous for the U.S., is hard to imagine.

CONTINUED ON NEXT PAGE



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STRUGGLE FOR THE WORLD CONTINUED

We know that the ultimate Communist aim is a Communist world empire. Therefore the general defensive goal of U.S. policy must be to prevent the fulfillment of that aim. We know that this Communist policy, in this present period which the Communists interpret as the period of preparation for the open stage of the Third World War, reduces to two specific tasks: consolidation of effective domination of Eurasia (Europe and Asia) and the infiltration and weakening of all countries which cannot be brought under Communist control.

The specific defensive goals of U.S. foreign policy in the period therefore can only be to block Communist domination of Eurasia and to combat infiltration in all other countries.

U. S. diplomatic errors

LET us examine a few selected but typical errors of the recent past.

In Yugoslavia the U.S., along with England, had a choice between Mihailovich and Tito. Mihailovich was a well-known Yugoslav patriot supported by the overwhelming majority of the population. Tito was a Communist agent from the outside, who had collaborated with the Nazis during the period of the German-Soviet Pact. Mihailovich could have been relied on to fight the Nazis (as he did) and, equally, to resist Communist domination of his country and the rest of the Balkans. The choice of Tito was equivalent to handing over the Balkans to the Communists.

Roosevelt and other U.S. negotiators, through secret agreements not yet fully disclosed, ceded to the Communists in the Far East the Kuriles, southern Sakhalin, control over the very important warm-water ports of Dairen and Port Arthur, the occupation of Manchuria and the fuller occupation of northern Korea.

We are told that these cessions were made as part of the price for getting the Soviet Union into the Japanese war. By the time these agreements were entered into, it must have been clear to the U.S. General Staff that the war with Japan could be won without any help from the Soviet Union. The objective of U.S. policy should have been to keep the Communists out of that war, not to ask them in. Once again the U.S. was actively furthering the advance of the Communist power toward Eurasian domination. This was indeed a remarkable piece of political bargaining to pay someone a stiff price to hit you a stiff blow.

The U.S. and Great Britain considered at length the advisability of directing the major invasion of Europe through the Balkans. The Soviet Union did not want Anglo-American armies in the Balkans because she had her own plans for the Balkans. The U.S. made the same political choice that she had made when she abandoned Mihailovich for Tito. The Communist expansion into Europe was not merely permitted, it was actively promoted by U.S. policy.

The policy of the U.S. in China has been to try to force a unification by getting a "democratic coalition government" which would include both the Kuomintang and the Communists. But there can never be a genuine coalition between the Kuomintang and the Communists. The objective of the Communists is not to make China a unified democratic nation but to turn it into a Communist totalitarian province.

It was necessary, therefore, to aid Chiang in extending the sovereignty of the central government over all of China, which could be done only by destroying the sovereignty of the rebel government and liquidating its attributes of independent power—armies, police, political administration, finance system.



This gives the U.S. a temporary monopoly in atomic weapons, which we will soon lose, according to Burnham, unless we use force to maintain it.

In the early spring of 1945 the U.S. Army on the continent of Europe, with English, Canadian and French armies as, in effect, auxiliaries, was the most powerful functioning armed force that had ever operated in history. From a military point of view it was then in a position to occupy all of Austria, some of Yugoslavia, much of Czechoslovakia and of eastern Germany and in particular Berlin in advance of the Red army. It did not do so. The Army was held back. Everyone knows that this reticence was "required" by the agreement that had been entered into with Moscow.

The Communists were given eastern Germany, the main German agricultural areas, the largest share of Berlin and the very important symbolic triumph of the first entry into Berlin. From their German base, with Berlin as its apex, they now proceed with their plan for establishing control over all of Germany. Factories, machines and tools are dismantled in western Germany for the benefit of the Communist zone, but no food comes from there westward. Democratic parties in the east are suppressed or absorbed by the Communists, but Communists are permitted to function freely in the west. No future hope is given by the U.S. to the German people, while from the east the Germans are offered the illusory but enticing prospect of a unified *Volk* admitted as a partner in the Soviet Empire.

The Communist pressure on Turkey with intervals of deceptive relaxation gradually mounts. From Russia and from the Balkans it points at the Dardanelles. The call has gone out long since for Kars and Ardahan and other Turkish land to the east. A faked-up campaign for a new Armenian republic, carved mostly out of Turkey, is growing on a world scale. Agents, trained within the Soviet Union, are swarming into Turkey. Soviet professors and journalists are working overtime to prove that Turks are the root of all evil.

Could anything be done about Turkey? A correct policy would have little difficulty providing answers more compelling than legalistic notes about the violation of international conventions. It



ATOMIC EXPERT in Russia is Peter Kapitza, now generally believed in charge of Soviet project to develop atomic weapons.

might discover an appropriate moment, for example, for Turkey to purchase from the U.S., on easy credit, 500 or 1,000 first-class airplanes, completely equipped. Several thousand young U.S. officers might well go with the planes to give instruction in their use to Turkish soldiers. The Turkish government might be induced to invite lengthy maneuvers of U.S. warships in the vicinity of the Straits. Perhaps a volunteer squadron of U.S. aviators might wish training experience in the Near East and might arrive with planes and equipment; perhaps, even, with planes fitted for atomic bombs and with a range at least as far as the Caucasian oil fields. The bargaining for prices on Turkish export products might be very generously conducted.

But if Turkey feels from one side and from within the hot reality of Communist power and from the other only the faint moralistic breath of diplomatic speeches, who can doubt what will happen? With her resistance sapped she will be sucked into the Communist system.

CONTINUED ON NEXT PAGE

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For the U.S. to put a truly adequate defensive policy into practice we must completely abandon many ideas and habits of the past. Certain rules of political outlook and behavior would have to be accepted if that policy were to be adopted and put into practice:

1. It would have to be recognized that peace is not and cannot be the objective of foreign policy.
2. The U.S. must be prepared to make an open bid for world political leadership.
3. In world political relations the procedure would have to be quick, firm, sufficient intervention, not nonintervention. The more



MIHAILOVICH TRIAL by a Soviet-backed Yugoslav military court ended life of a potential ally of the U.S.

clearly this is everywhere understood, the more effective will the intervention be.

4. The U.S. would have to accept the need for worldwide propaganda. Policy today must break through whatever barriers are erected and find the ear of the masses.

Call things by their right names

THE U.S., as against the Communists, has a peculiar potential advantage in mass propaganda. Communist propaganda is and must be false on all important points. U.S. propaganda could be and would benefit by being for the most part true, or close to the truth. What is chiefly needed is merely to call things by their right names. It is time to stop calling the Soviet Union one of the "peace-loving democracies," to stop the pretense that a Communist-ruled Poland or Yugoslavia or Mongolia is "an independent state," or a Communist-led union an ordinary workers' organization, or a Communist journalist "a noted liberal".

The propaganda should aim very deliberately to penetrate the Soviet borders, to let the subjects of the Communist dictatorship know that the U.S. is aware of their misery and is their ally against their tyrants.

5. Friends would have to be distinguished from enemies. The rule would have to become: all aid and comfort—economic, political, food, machines, money, arms—for friends; no support, nothing and less than nothing, for enemies. The U.S. should let it be unequivocally known that there is something to gain by being its friend and much for enemies to lose.

6. No favors would be granted to Communists or to the friends of Communists, and the grounds for the refusal should be openly stated: nothing for that person or organization or country because he, or it, is Communist. It should be made clear to workers that a union led by Communists will not be treated like a union led by non-Communists; that anyone joining a Communist front in the supposed interest of some political or social aim of his own is thereby injuring, not furthering that aim; that a nation admitting Communists to its government is by that act, in the eyes of the U.S., moving not toward democracy and friendship but toward totalitarianism and war.

7. There would have to be a practical recognition of noncollaboration with the Soviet Union. The real meaning of the much debated

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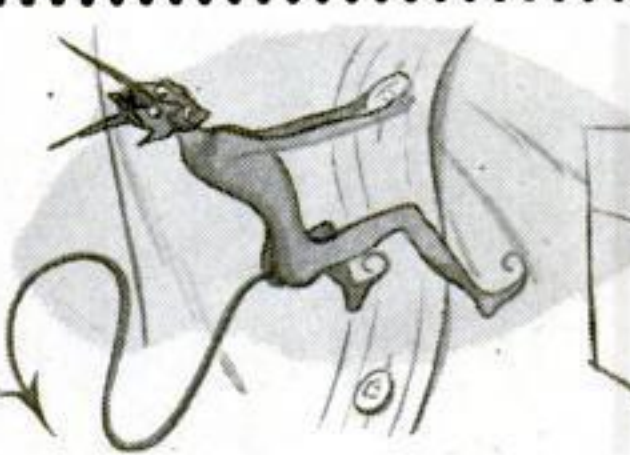
Investment in Comfort—when I discovered Reliance shirts have a new contour collar designed to really fit a man's neck! Neither tight nor loose—this new idea in collars assures trim comfort!



Dividend in Good Looks—because, besides that handsome collar, Reliance built in the smooth shoulder fit, the full-cut freedom, the meticulous styling and needling you expect in a really good shirt. Reliance is tops in value!



Little Woman Approves Buy—"I haven't seen such grand fabrics since before the war!" she said. "And that Sanforized label means you're sure of less than 1% shrinkage in washing . . . long-lasting satisfaction!"



Advance in Buttons—they're sewed to stay on! Strongly sewn seams, too. Another proof of the satisfaction you'll find in your Reliance Shirts! In a variety of smart patterns and white—today's best buy!



Yes, millions of men are
discovering it pays to buy

Reliance shirts, shorts, pajamas and sportswear. The quality of every Reliance garment is laboratory-controlled. The fine fabrics are tested for washability, color-fastness, sturdiness. The cutting and tailoring are rigidly supervised, the finished product minutely inspected.

You'll find the prices surprisingly low!

Rely on Reliance—ask your dealer for
this fine men's wear by name.



Reliance

SHIRTS • SHORTS
PAJAMAS
SPORTSWEAR

Reliance Manufacturing Co. • Chicago • New York

MAN-TOPS

BY

Roblee

SHOES FOR MEN

Right for spring wear and spring weather. Wing tip, straight tip or moccasin toe, in Roblee's warm new version of the popular tan

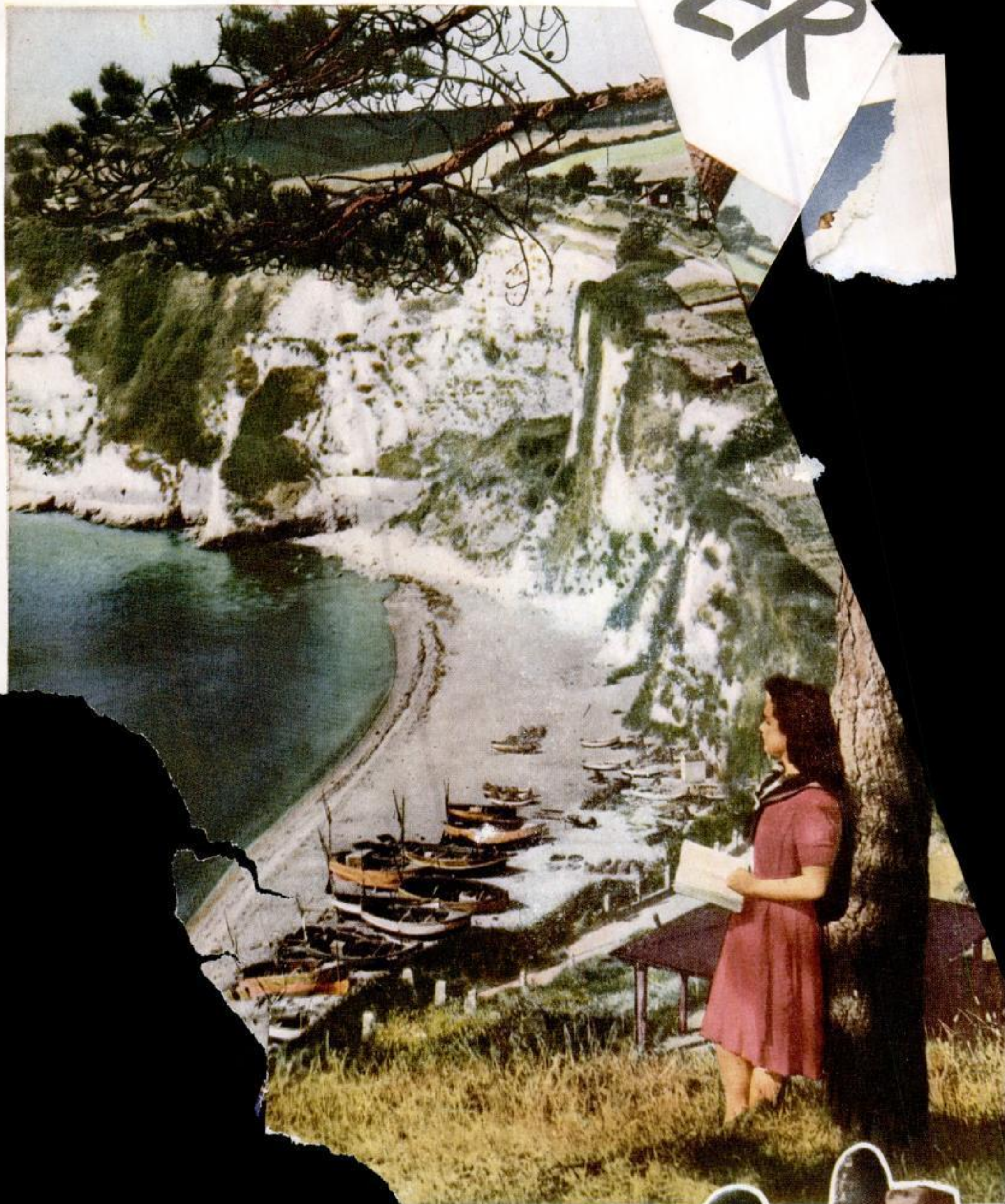




*You step into a "different world"
the instant you board a*

CLIPPER

rolls out! Yes, sir. There's some-
erseas air travel—a courtesy that
e royalty! Pan American rolls out
r all trans-Atlantic take-offs, right
boarding steps . . . Just another
extra"—just another way of saying
Clipper is *different*."



England is still as beauti-
York by Clipper . . .
Then see the great
them like the one at
glad to direct you.



TAN-TONES BY

Roblee

SHOES FOR MEN

Right for spring wear and spring weather. Wing tip, straight tip or moccasin toe, in Roblee's warm new version of the popular tan.



Roblee Reg. U. S. Pat. Off.

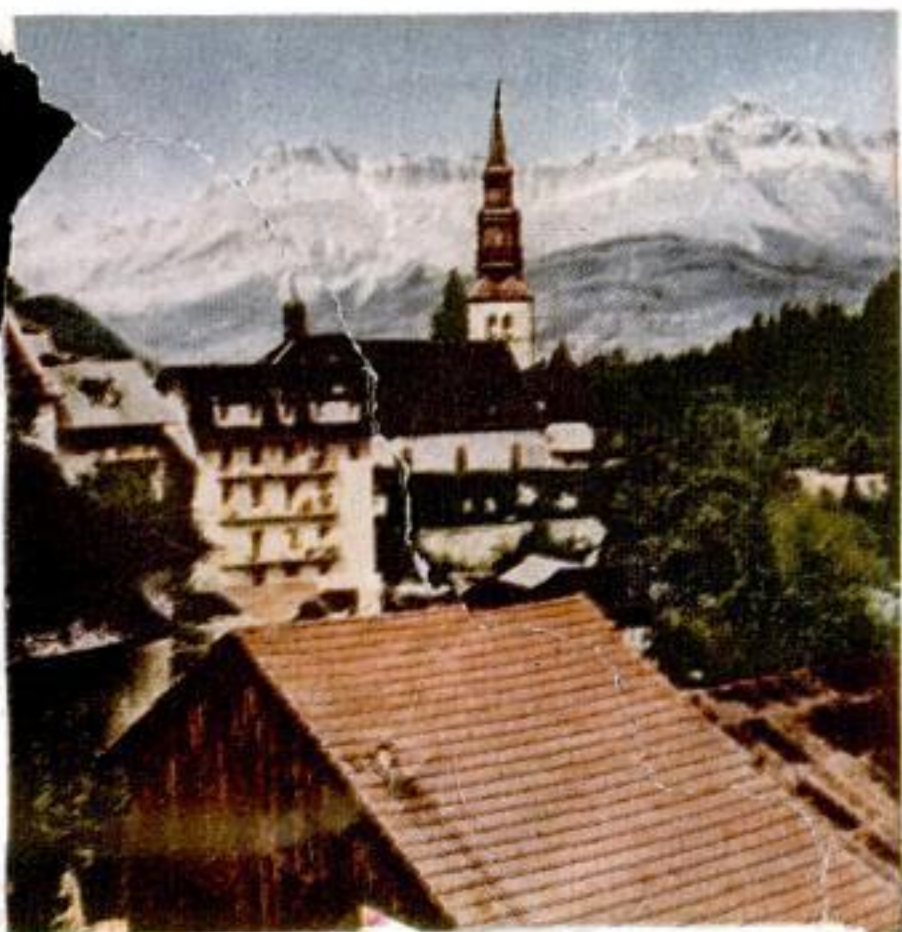
**Roblee Division
Brown Shoe Company
St. Louis**



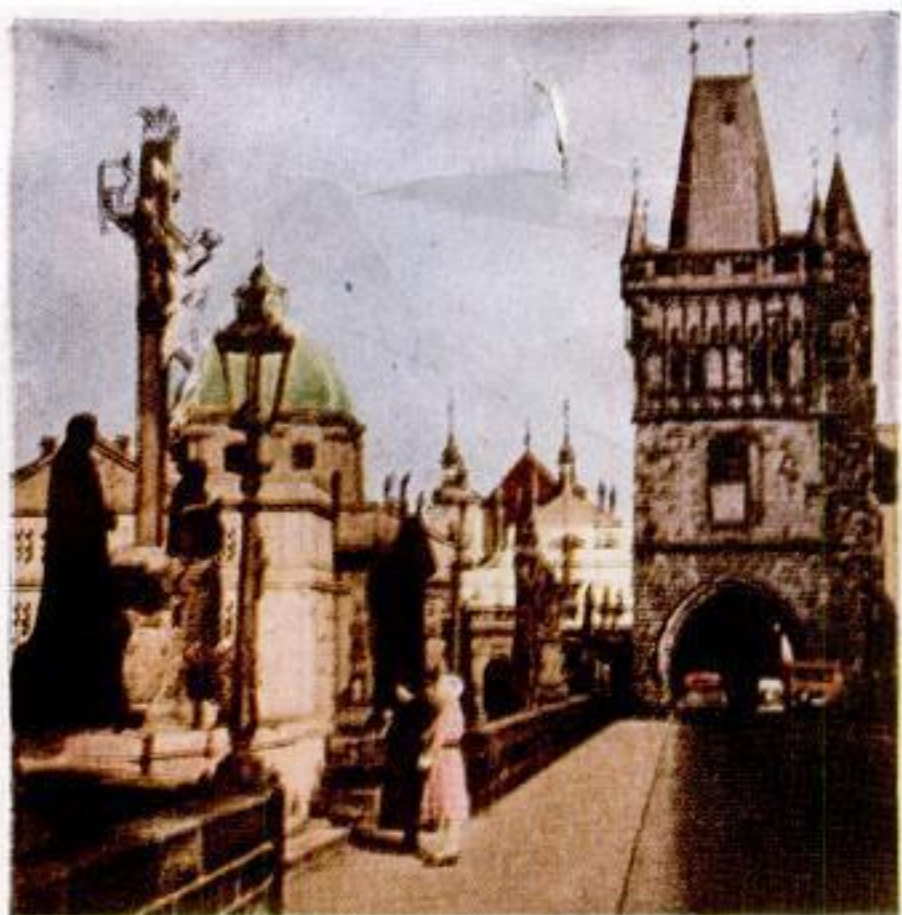
*You step into a "different world"
the instant you board a*

CLIPPER

The Blue Carpet rolls out! Yes, sir. There's something new in overseas air travel—a courtesy that makes you feel like royalty! Pan American rolls out the blue carpet for all trans-Atlantic take-offs, right to the foot of the boarding steps . . . Just another Pan American "extra"—just another way of saying "A trip by Flying Clipper is different."



Food is excellent in Switzerland and there are more hotel rooms per capita in that busy little republic than in any country in the world! . . . (Only a short flight by connecting airline from Pan American airports at Brussels, Frankfurt and Prague.)



At Prague in Czechoslovakia the great tower bridge built in the Middle Ages by Charles IV of Bohemia still stands . . . You can walk across this bridge to the Palace section of the city less than 24 hours after leaving New York by Clipper. You reach Prague via Ireland, London, Brussels and Frankfurt.



The White Cliffs of—not Dover here—but Devon! England is still as beautiful as ever and London is now only hours from New York by Clipper . . . But be sure to make hotel reservations well in advance! Then see the great city that "could take it!" Courteous "Bobbies," many of them like the one at the right wearing well-earned campaign ribbons, will be glad to direct you. Your Clipper lands only 14 miles from the heart of the city.





FOR EUROPE

**TO IRELAND, BRITAIN,
BELGIUM, FRANCE,
CENTRAL EUROPE OR PORTUGAL**



Maybe you've done a lot of traveling . . . But don't compare any trip you've ever made with a trip by Clipper! Because here's what will greet you at New York when you fly to any part of Europe by Pan American World Airways . . .

Men and women who know their jobs. Men and women who share in a 19-year-old tradition of international passenger service . . . Men and women who belong to the *only airline in the world* which has logged over a half-billion miles of *civilian* overseas flight.

Think of it!

Yesterday this Clipper, now ready to return to London, was in Brussels . . . She and her specially trained, American crew have brought back a touch of Europe with them . . . You're "in Europe" before you take off! You're starting a *different* kind of vacation or business trip when you go by Clipper.

See your Travel Agent or the nearest Pan American office for rates and reservations not only to Europe but also Latin America—Africa—Alaska—Hawaii—New Zealand—Australia—and the Orient. Same courteous service, same scientific operating procedure is maintained *throughout the world!*



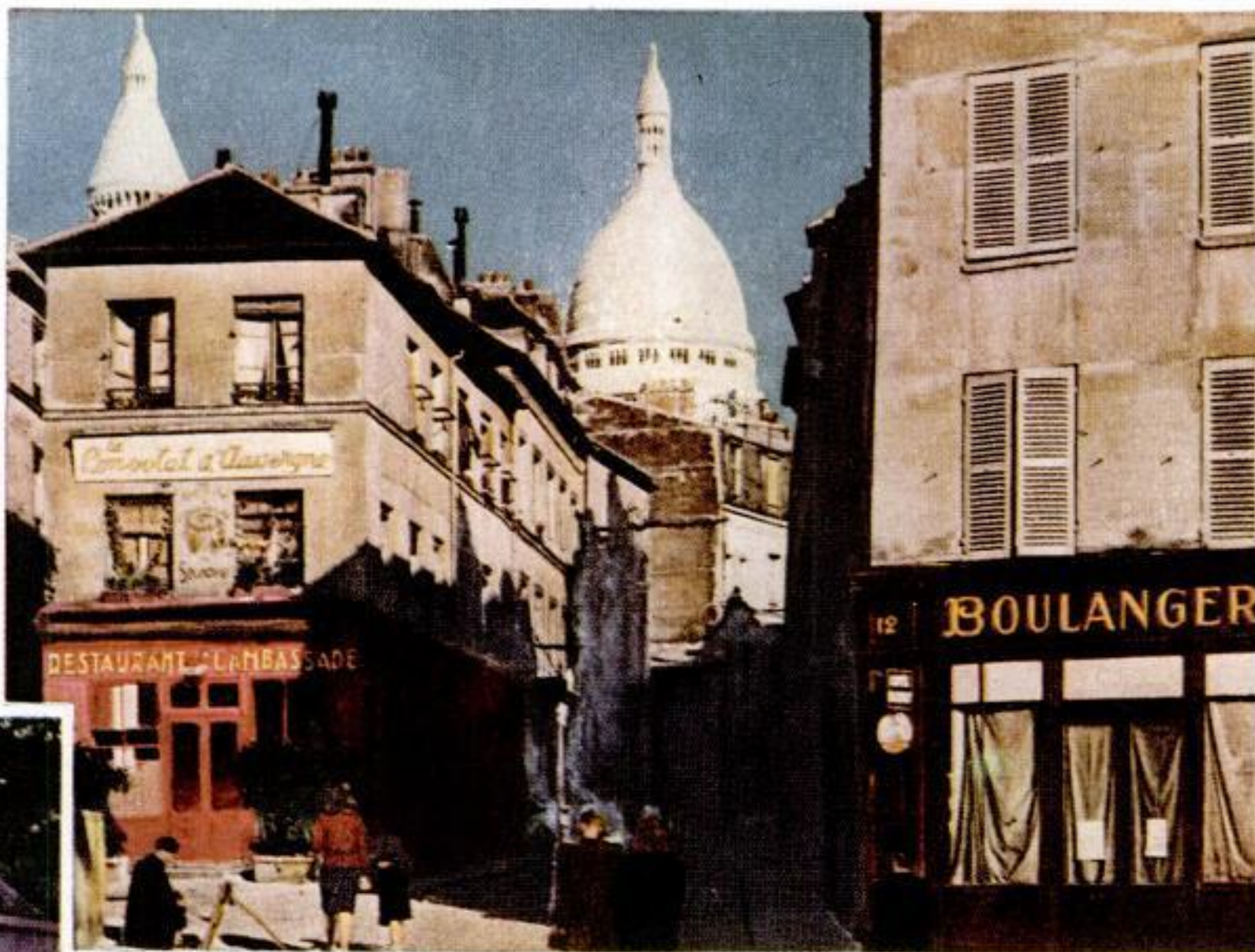
In every meticulous detail, Pan American trains its personnel. Service is more than a desire to please—it's *also* "know-how" . . . 19 years of experience flies with every Clipper.



Pan American has a permanent board of advisers who help plan the delicious meals served aboard Clippers. Name the ten most famous restaurants anywhere in the world . . . Chances are that the head Chef serves on Pan American's board of consultants.



Wherever you land in Europe, you're greeted by a friendly Passenger-Service Representative. She can act as an interpreter if you need one, knows customs requirements, how to arrange local transportation.



Paris! Where artists (left) still paint on the sidewalks of Montmartre and the towers of the Church of *Sacré Coeur* (background) watch over the local shops and bakeries (right). You can make convenient connections to Paris from Pan American airports at Brussels (nearest stop), London or Shannon (Ireland). France is again welcoming tourists this year . . . But be sure your Travel Agent makes hotel reservations in advance.



Direct to Lisbon! Many an American who knows port wine has never seen the country it comes from—picturesque Portugal. The climate in the South is dry and sunny during the summer months. Sidewalk cafes (like the one above in Lisbon) will remind you of Paris and you can make fascinating side trips to medieval castles and Roman ruins. There is a beautiful beach just north of Lisbon—at Estoril . . . Clippers fly from New York, on frequent schedules, straight through to Lisbon.

WORLD'S MOST EXPERIENCED AIRLINE

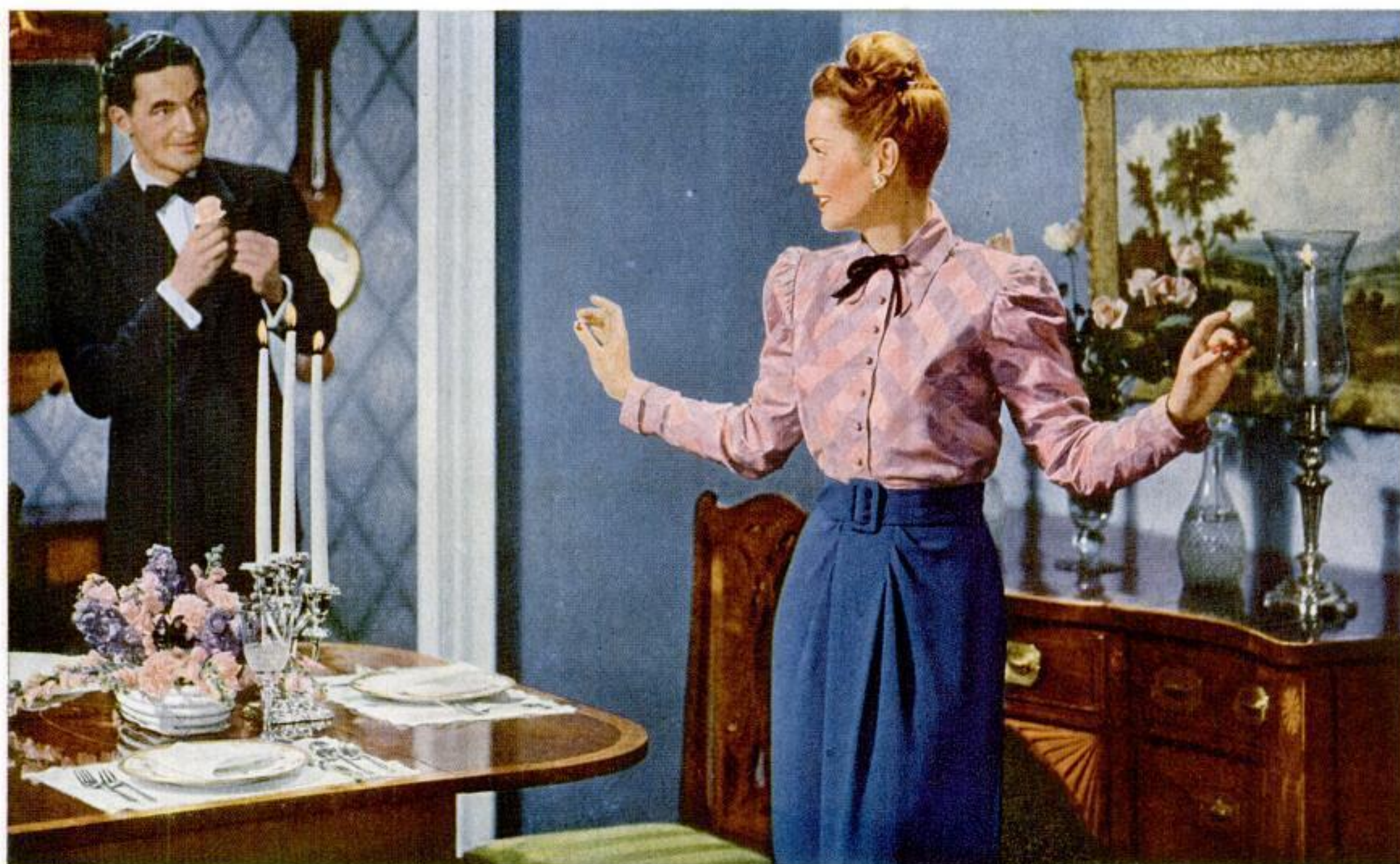
PAN AMERICAN WORLD AIRWAYS



The System of the Flying Clippers

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*"Sure it's new, darling—three years ago!
The glamour changes are from the Singer Sewing Center!"*

Many a weary dress has been refurbished into head-turning new charm, by smooth, inexpensive Singer services!

We make smart buttons and belts in your own materials. We do picoting—hemstitching—buttonholing—all the professional touches that make a dress look expensive.

You'll find, too, an exciting collection of dainty jabots, fresh dickies, gay scarfs, novelty buttons, attractive trims, and notions that give you bright notions!

Ask about those wonderful courses in dressmaking or home decorating at your Singer Sewing Center today!



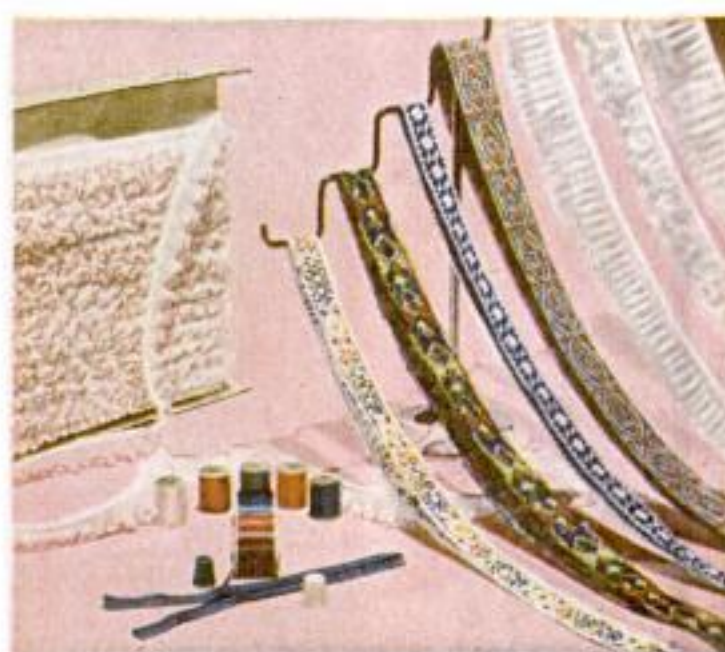
• **Handsome belts, buckles, and buttons** add professional finish to a dress! Singer experts will make them for you promptly—also tailored buttonholes.



• **Smart novelty buttons** and costume flowers are wonderful for perking up a plain dress. They're here—in every color of the rainbow and then some!



• **Let frilly collars, cuffs, jabots, or crisp dickies** give you that all-new-and-fresh feeling. (See our glamorous scarfs, too—some sparkled with sequins!)



• **Useful notions, smart trims** are handily collected and displayed at your Singer Sewing Center. Peasant braid, thread, slide fasteners—all your sewing needs.



• **Your stand-in!** Famous Singer Form can be molded to any figure in 30 minutes. Assures perfect fit—saves try-ons. Wonderful substitute in sewing for absent daughter.



• **Dainty hemstitching and picoting** spell elegance and distinction! Yet for these expert services, Singer prices are pleasantly low. Service is mighty prompt, too!



• **Triple blessing!** It's a lovely piece of furniture—it's a cabinet Singer Electric—it's a handy portable. (Machine comes out in a jiffy, into its handy carrying case.)

FOR YOUR PROTECTION!



Singer sells its machines only through Singer Sewing Centers identified by the Red "S" on the window, and never through department stores or other outlets.

Check address of your local Singer Shop in phonebook. Singer Sewing Machine Company.

Here's the Singer Sewing Center at 149 South Main Street, Salt Lake City, Utah. Hundreds more from coast to coast. There's one near you!



SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

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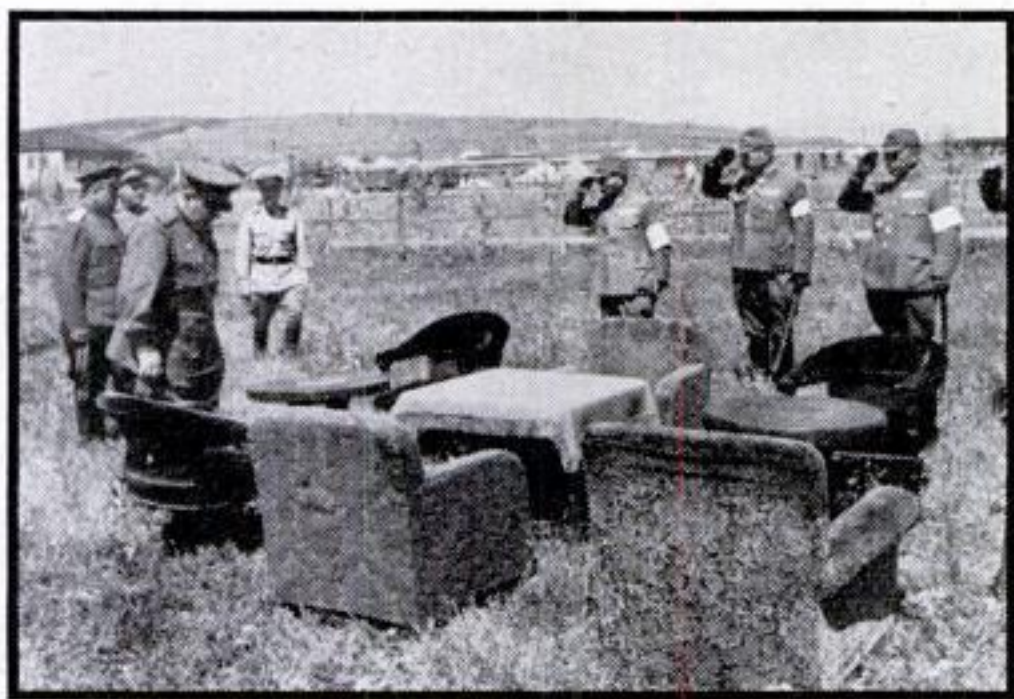
STRUGGLE FOR THE WORLD CONTINUED

"Soviet veto" is not to be discovered by parliamentary study of the provisions of the U.N. Charter or the regulations of the Council of Foreign Ministers. What the Soviet veto means for the U.S. is that the U.S. has been unwilling to make any political move which might risk the serious disapproval of the Soviet Union. As long as this attitude persists, the Soviet Union has a *de facto* veto over U.S. policy. *In consequence, U.S. policy is subordinated to Soviet policy.* Soviet policy retains the all-important political initiative. The only way for the U.S. to avoid the Soviet veto and to seize the initiative is to make decisions independently in the light only of the perspective of U.S. policy without reference to the possible Soviet attitude, and then to carry these decisions through whatever the Soviet Union may say or do.

8. Finally, this policy could be put into practice only if the U.S. is and is known to be able and ready to use force. The force may not have to be used, or may have to be used only sparingly, but it must be there.

Defensive strategy, however, is never enough. If the Communists are not to win, there must be presented to the governments and the peoples of the world a positive alternative to the Communist plan for world domination which will meet, at least as well as the Communist plan, the demands of the crisis. Mankind will not accept as a substitute for the Communist empire nothing.

This alternative can only be another, a non-Communist world federation—a federation at least of enough of the world to domi-



JAP GENERALS surrender in Manchuria to Russians, who gained cheap victory by entering war at last minute.

nate effectively the major questions of world politics. This federation can be brought about only if the U.S., retaining for itself monopoly control of atomic weapons, assumes responsibility for world leadership.

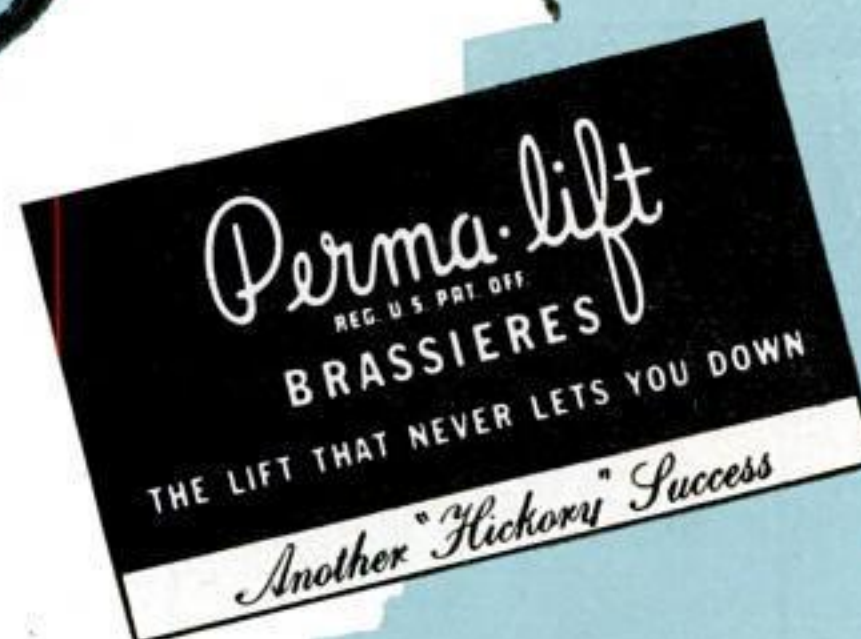
An American empire

A FEDERATION, however, in which the federated units are not equal, in which one of them leads all others, to however slight a degree, and holds the decisive instrument of material power is in reality an empire. The word is as distasteful to citizens of the U.S. as to those of most of the rest of the world; and therefore the word would in practice doubtless never be employed. Whatever the words, it is well also to know the reality. The reality is that the only alternative to the Communist world empire is an American empire which will be, if not literally worldwide in formal boundaries, capable of exercising decisive world control. Nothing less than this can be the positive, or offensive, phase of rational U.S. policy.

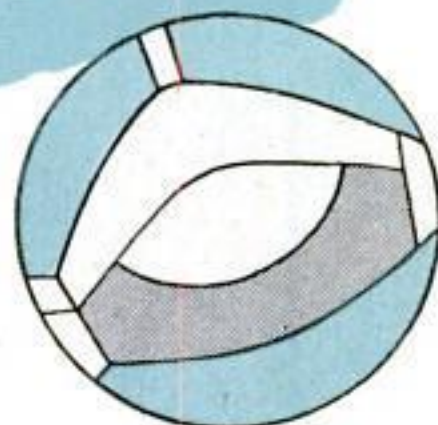
There is already an American empire, greatly expanded during these past five years. From the point of view of political reality the empire extends to wherever the imperial power is decisive, not for everything or nearly everything, but for the crucial issues upon which political survival depends. The American Empire in effect reaches out to the West to include the many islands of the Atlantic and the Pacific, implicitly dominated by U.S. military and naval installations. For that matter those parts of Africa and Europe where U.S. armed force is supreme are also, for now at least, in the empire. All of the Americas already lie within it. Canada, too, in terms of political reality, must be included within the American empire. Maps of U.S. war resources have for many years included those of Canada.

An imperial policy is not, therefore, something new for the U.S. It has been and continues to be forced upon the U.S. by the dynamic effects of power relationships. The relative strength of the

CONTINUED ON NEXT PAGE



THE LIFT THAT NEVER LETS YOU DOWN



Fashion focuses attention on your figure—your bra is a vital key to figure beauty. You'll love the famous uplift feature that makes "Perma-lift"® Bras AMERICA'S FAVORITES. The specially designed cushion insets at the base of the bra cups gently support your bust from below—never lose their uplift through countless washings and wear. You'll find a wide selection of beautifully styled "Perma-lift" Bras at your favorite corset department—most styles—1.75 to 3.50. For a real comfort thrill, you'll also enjoy a new "Perma-lift" Girdle. No Bones About It—Stays Up Without Stays.

*"Perma-lift" and "Hickory" are trademarks of A. STEIN & COMPANY (Reg. U.S. Pat. Off.)



Let NOXZEMA help nurse chapped hands back to beauty!

Prove to yourself...Chapped Hands heal **FASTER** with this famous cream

• Give your chapped hands quick relief as so many doctors and nurses do! Use Noxzema, the greaseless cream with the medicated formula.

Baltimore nurses were among the first to discover that Noxzema gives double aid to hands—brings quick, soothing relief—softens, helps whiten red, rough skin. Actual clinical tests prove it helps heal tiny cuts and skin irritations quickly—often overnight!

Millions of women rely on Noxzema as a skin aid to lovelier hands. 20,000,000 jars bought yearly! Get your jar today. Let Noxzema help nurse your chapped skin back to beauty!



GLAMOUR DATE

Only \$5⁹⁸



Wear it when you yearn to look your most alluring! Hug-me-tight, longer waistline, wide, patent leather front, double-tab belt. Swirling, full, F-U-L-L skirt, pleated all 'round. Sensational at this price! Sleek, smooth rayon with keyhole neckline outlined in expensive daisy lace. Aqua, rose, gray, powder, maize. Sizes 9-11-13-15-17. A fine Charmette fabric.

BROADWAY FASHIONS

SEND NO MONEY! SENT ON APPROVAL!

BROADWAY FASHIONS, Dept. F31
275 Seventh Ave., New York 1, N. Y.

Send "Glamour Date" on approval, in size and color indicated. When dress arrives by return mail, I'll pay postman \$5.98 plus postage. If not delighted, I may return dress for refund within 10 days! If prepaid—add 15c postage. In New York City add 2% Sales Tax.

QUANTITY	SIZE	FIRST COLOR CHOICE	SECOND COLOR CHOICE	G D

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

STRUGGLE FOR THE WORLD CONTINUED

U.S. is too great to permit passivity. The U.S. cannot help building an empire. But U.S. opinion has never been willing to face consciously the significance of the U.S. political position and its political behavior. The realities of the struggle for power are overlaid with a crust of pseudo-moral platitudes by which U.S. citizens and leaders try to convince themselves that they always act from the most altruistic of ideal motives. This habit may be a tribute to U.S. conscience, but it has a lamentable effect outside the borders.

The U.S. cannot win the leadership of a workable world political order merely by the rational appeal to other nations that its empire would be preferable to totalitarian degradation. We would have to proceed primarily through a combination of pressures and concessions. Both are indispensable. The U.S. does not have suffi-



MARSHALL LEAVES CHINA after failing to get Chiang and Reds to agree.

cient independent power to rely solely on pressures. National resistances are too strong for concessions alone to soften.

The U.S. with its colossal and indeed overbuilt productive machine is in a position, if it is prepared for unorthodox methods, to grant enormous economic concessions in the interests of a supreme political objective. Loans, relief, mutually profitable trading agreements, machines, floods of wanted consumers' goods, easy financial terms, these all speak a language that is everywhere understood. They could all be made to repeat the lesson that it is a materially profitable and pleasant thing to be associated with the U.S.

Concessions wherever possible

IN politics, as in a marriage, it is always wise to concede everything except what is essential. In the relations between a more powerful and a less powerful nation, constant political interference on small points is usually much more irritating to the lesser nation than a sharp, firm intervention confined to those very infrequent points that really decide. It would be fatally wrong for the U.S. to adopt officially the feeling of many of its citizens that all nations ought to model their political and social institutions after the U.S. pattern. Others may not like the pattern and may still be neither barbarians nor menaces to world security.

Concessions alone would not, however, be enough. Concessions alone, in fact, give others the impression not of generosity but of weakness. Concessions must be understood as one side of a coin whose reverse is pressure, force. The realization that it is good to be a friend of the U.S. must be inseparably tied to the further realization that it is fearful to be its enemy. At all points bracing the concessions, there must be the buttresses of power. Power must be there, with the known readiness to use it, whether in the indirect form of paralyzing economic sanctions or in the direct explosion of bombs. As the ultimate reserve in power, there would be the monopoly control of atomic weapons.

A non-Communist world federation is the only rational objective for U.S. foreign policy. This federation can be built, at least to the necessary extent and level, by the bold use of generous concessions and superior power. These two necessary and sufficient means are today—though not for long—at the disposal of the U.S. That is why the responsibility for the future of civilization falls unavoidably, today, upon the U.S.

To build the democratic world federation, the U.S. must take certain positive political steps. No fundamental change would be required in U.S. relations toward the Americas. Here U.S. policy

CONTINUED ON PAGE 76

HAPPY EASTER. MISS YOU ALL

EVEN SALLY'S EASTER BONNETS=

JANE AND PETE..



Easter is April 6—so make this happy season happier for your family and friends—remember them with a greeting they'll remember

It's THOUGHTFUL, it's appreciated, it's a telegram—saying, as it does on weddings, birthdays, anniversaries and on other eventful days "You're in our thoughts today."

You can write your own telegram or send any of the suggested Easter messages featured in the handy "greetings" leaflets waiting for you at any Western Union office. Your message will be delivered on colorful, attractive Easter stationery.

Your greeting message may accompany a gift of money by wire. Western Union Money Orders are the quick, safe, convenient way to send or receive money.

A telegram is so very easy to send, too. Just go to your near-by Western Union office or telephone Western Union from home or from any phone booth. Telegrams from home can be charged to your phone; and from phone booths can be paid for through the regular coin slots. Remember, use Western Union for every "keep-in-touch" purpose.

OVERSEAS EASTER MESSAGES

Send Easter greetings to your friends and relatives abroad. This and other classes of international service are available at reduced overseas rates. "Fixed text" messages to and from members of U. S. armed forces anywhere in the world can be sent at the special rate of 60 cents. Telephone or visit any Western Union office.

"Isn't there someone who would like to hear from you today?"



**WESTERN UNION
TELEGRAM**

BA98 9=

MR & MRS HASTINGS FOOTE=
21 KING ST GREENWICH CONN=

What's the secret of real shaving comfort?



THE SHAVE IS
BETTER
WHEN
THE LATHER STAYS
WETTER

● Yes, the **WETTER** the lather the **BETTER** the shave. A quick-drying lather dries out on your face—causes sting and burn. What you want is a rich, creamy **EXTRA MOIST** lather... the lather you get with Lifebuoy Shaving Cream... a lather that **STAYS MOIST**, keeps your beard soft and gives you **CLEANER, SMOOTHER** shaves even with cold water or a used blade.

TRY LIFEBOUY SHAVING CREAM
WITH STAY-MOIST LATHER



A PRODUCT OF LEVER BROTHERS COMPANY

STRUGGLE FOR THE WORLD CONTINUED

would be successful if it guaranteed: first, that the major resources of the Americas will, during the peace, be utilized only to the mutual benefit of the Americas, the U.S. and the world friends of the U.S.; second, that in war the use of these resources will be under the direction of the U.S.; and third, that world Communism will not secure any base in the Americas, but will on the contrary be progressively weakened.

The U.S. should immediately propose to Great Britain and the British Dominions: common citizenship and full political union. A de facto Anglo-American alliance already exists. Actual union would be a catalyst which would instantaneously transform the whole of world politics. We may grant that the union could not take place through an altogether spontaneous birth. The forceps would perhaps have to be used or at least kept at hand. The circumstances of the world crisis, however, bring the issue to a present head. The U.S., Britain and her Dominions confront a common fate. They will, whether they admit it or not, survive together or be destroyed together.

Union is possible and is rationally demanded by the crisis. Suppose that, after a brief period of preparation at official and unofficial levels on both sides, union were openly offered, not by private individuals or well-motivated but rather snobbishly organized private groups, but by the President of the U.S.? Proposed not for a dim and abstract future, but for right now. Why should we believe that the offer would be, could be, rejected? If the offer were generous, open—and if there were also in the background some hint of the black meaning of refusal—an imaginative fire could be kindled in which the jealous fears of special interests would be consumed.

Such a union would mean that Britain, her Dominions and the U.S. would become partners in the imperial federation. In the first stages, Britain would be necessarily the junior partner. This fact, which follows not merely from popular prejudices, but from the realities of power relations, is the greatest obstacle to the union. It is harsh to ask so great a nation, which for 300 years led the world, to accept a lower place than the first. It would need a superb statesmanship to overcome this obstacle and a realization among both peoples of the depth of the crisis.

Foreshortened Europe is today pressed back against the Atlantic by the advance units of the Communist power. In the still non-Communist sections of the Continent, the remaining nations,

PROGRAM FOR A U. S. EMPIRE

- ▶ Sweeping economic and political concessions to friends
- ▶ Force when and where needed
- ▶ Joint citizenship with the British Empire
- ▶ Suppression of all Reds in the U.S.

starved and weakened, squander their last reserves of energy in snarling at each other's heels, pouncing at meatless bones and re-fighting the lost battles of yesterday. It is a dreary, self-defeating spectacle. There is so plainly only one possible solution.

Under the protection and guidance of Anglo-America there must be swiftly built a European federation, joining all those Continental countries not now under Communist domination and, as its attractive power grows, drawing to itself the victims now behind the iron curtain.

Can anyone believe that Europe will endure even a decade longer under present conditions? What answer other than European federation can there possibly be? The combined tactics of Anglo-American concession and compulsion must bring unity through a process that simultaneously rids Europe of internal Communism.

The U.S. could not carry out this world policy, or any policy remotely like it, unless Communism within the U.S. were reduced to impotence. Is this compatible with the principles of democratic government?

The usual reply—spoken most loudly of all, we may be sure, by the Communists themselves and their sympathizers—is that illegalization and suppression of the internal Communist movement would be an obvious violation of the fundamental democratic rights of free speech and assembly.

Democracy in practice has never and could never interpret the

CONTINUED ON PAGE 79



MEDICO
FILTERED SMOKING

SOMETHING WONDERFUL GOES ON INSIDE

The patented replaceable filter for Frank Medico pipes

- whirlcleans smoke, absorbs juice, collects flakes and slugs
- whirlcools smoke; reduces tongue bite

Cleaner, cooler, drier smoke enters your mouth.
Replace filter when discolored.



Bowls specially selected for rich-grained beauty. In a wide variety of shapes and sizes. Medico V. F. Q. with box of 10 filters **200**

Frank Medico Standard Quality Pipes with box of 10 filters, still **100**

Only these patented filters have the 66 baffles that absorb juices and whirl the smoke cleaner and cooler into your mouth.



S. M. FRANK & CO., INC., NEW YORK 22



LIQUID SYMPHONY

WITH THIS MASTERPIECE, we invite you to conduct your own performance. Taste it and delight in the perfect symphony that is 7 Crown... Seagram's Finest American Whiskey...from first to last measure designed for your pleasure.

Seagram's
Seven 7 Crown

Say Seagram's and be Sure of Pre-War Quality

DESIGNED FOR YOUR PLEASURE TODAY, TOMORROW AND ALWAYS

SEAGRAM'S 7 CROWN BLENDED WHISKEY. 65% GRAIN NEUTRAL SPIRITS. 86.8 PROOF. SEAGRAM-DISTILLERS CORP., CHRYSLER BUILDING, NEW YORK



Host "So! Impressing me with a silk robe, eh George?"

George "Not at all. Only hinting at a long, lazy week-end. And incidentally, this isn't silk, it's Cheney nylon."

Hostess "Nylon by Cheney? Since when did they make anything but silk?"

A long time since, dear lady. Cheney, for 80 years the First Name in silk, still spins magic from that fabulous thread—and does pretty wonderful things, as well, in just about every type of fabric you've heard of.

... such as those smart slacks you're lounging in—did you know they're made of Cheney dress velvet?



... and the draperies in this—your own guest room. Lovely result of Cheney magic in blending cotton with rayon.

That's why today Cheney can mean many things to millions. The finest fabrics you wear or live with—spun, woven or printed—bear the mark of Cheney mills.

... from the sheer, silken softness in a slip woven of Cheney's fine denier nylon; to firm, strong Cheney nylon in your girdle.

And that's a Cheney trick in itself—knowing how to make nylon filmy-light or strong as steel.



...from the hardy, clear-toned wool and mohair frieze on office and living room chairs, to a bright Spring print in your first-of-the-season rayon dress.

Even in Industry, Cheney is a familiar name. Special blends, spins, and weaves for coating, insulating



and binding, are developed and produced by the century-old skill of Cheney Brothers. Insulation in the tiny motor of your electric razor, for example!

Or the world's finest-gauge wire, for radar sets, insulated by a special Cheney thread... a wire thinner than human hair!

So look to Cheney for the newest of today's and tomorrow's fine fabrics. In natural and in synthetic fibres, this famous American name uses the age-old art of silk weaving to put beauty and character into *all* weaving.



CHENEY BROTHERS
350 FIFTH AVENUE, NEW YORK 1, NEW YORK
MILLS AT MANCHESTER, CONNECTICUT
Also at Manchester, a subsidiary... Pioneer Parachute Company

Manufacturers of fabrics of exceptional quality since 1838 • **SILK**
NYLON • RAYON • WOOL • COTTON • LINEN • MOHAIR

STRUGGLE FOR THE WORLD CONTINUED

right of free speech in an absolute and unrestricted sense. No one, for example, is allowed to advocate and organize for mass murder, rape and arson.

Communism in democratic nations makes use of free speech in order to abolish free speech. The rules of democracy cannot be interpreted as providing for the free operation and development of a force specifically designed for their own destruction. On the contrary, if democratic government is historically workable, its rules must not only permit but enjoin it to reject, combat and eliminate any such force. Could any society survive which deliberately nursed its own avowed and irreconcilable assassin and freely exposed its heart to his knife?

Though there is nothing anti-democratic in principle in suppressing such a movement as Communism, there is always a practical danger to democracy from any and every act of suppression. The reason, as we know, is that those who have power often do not stop at what is justified in principle. The Communists today are very skillfully playing up this danger. They are saying over and over: if Communists are suppressed, then where will the line be drawn? Will that not prove the first step in a series which will end with the suppression of all opposition?

This might happen. It would be foolish to deny the reality of the danger. But in political life and in all life there is always danger. Every choice we make may lead to disaster. Nothing we can do will make certain our safety. If our object is to preserve democracy, we must, then, weigh possible dangers against each other. Along which course—that of permitting Communism to continue freely or that of suppressing it—does the greater danger to democracy lie?

The threat of the Communist movement to democratic government is absolutely clear, demonstrated. Its threat above all in the context of the world political crisis is very present. And the total internal influence of its combined forces, supplemented by the pressures from without of its world apparatus, is already so powerful as to be a major challenge to the sovereignty of the U.S. government. The danger to democracy in the U.S. from the continued existence of the Communist movement is so much greater than the possible danger from the act of suppression that there are no grounds for democratic hesitation. The survival of democracy in this country requires the suppression of communism, now.

The U. S. a world tyrant?

WOULD not the U.S., if it became world leader, turn out in the end to be world tyrant? It might be so. There can be no certainty against it. We must say even more than this. There is in American life a strain of callow brutality. This betrays itself no less in the lynching and gangsterism at home than in the arrogance and hooliganism of soldiers or tourists abroad. The provincialism of the American mind expresses itself in a lack of sensitivity toward other peoples and other cultures. There is in many Americans an ignorant contempt for ideas and tradition and history, a complacency with the trifles of merely material triumph. Who, listening a few hours to the American radio, could repress a shudder if he thought that the price of survival would be the Americanization of the world?

But it is by no means true that all empires are tyrannies. The Athenian Empire of the 5th Century B.C. was for most of its history little more than a strengthened federation. Within the imperial state, Athens itself, there flourished the most vigorous political democracy of the ancient world, and in some respects, of all time. Though Athens controlled the foreign policy of the federated cities and islands, in many instances she used her influence to promote democratic changes of their internal regimes.

From the point of view of the U.S. and of the non-Communist world generally, the world federation is required in order to perform two interrelated tasks, which cannot be performed without the federation: to control atomic weapons and to prevent mass, total world war. An "American world empire" need mean no more than a protective association of nations and peoples in which, for a restricted special purpose, a special power—the power of atomic weapons—would be guarded in the beginning by one member of the association.

At first there would be, perhaps, little more to the federation than this minimum content—which, after all, would not be such an unmitigated blow to the liberties of mankind. It is not, however, to be expected that the federation would remain long at this bare level. How it would develop is a question not decided in advance. If the direction might be toward a tyrannous despotism on the part of the initially favored nation, there is no reason to rule out a development in a quite opposite direction, toward the fuller

CONTINUED ON NEXT PAGE

Before you take harsh laxatives—

If you have trouble keeping regular, think twice before you resort to harsh laxatives—use lemon instead, which does not irritate the digestive tract or impair nutrition.



try starting the day with Lemon and Water



Most people find that the juice of a lemon in a glass of water—when taken daily *first thing on arising*—insures prompt, *normal* elimination day after day. Not a purgative, lemon and water simply helps your system *regulate itself*.

—it's healthful!



**It aids digestion —
supplies vitamins —
and alkalizes too.**

Lemons are among the richest sources of vitamin C; and supply valuable amounts of B₁ and P. Over 12,000,000 now take lemons for health.

KEEP REGULAR THIS HEALTHFUL WAY!

Lemon and water helps the system function *normally*. It gives best results when taken every day. Give it time to prove its value and establish regularity for you. Not sharp or sour, lemon and water has just enough tang to be refreshing — clears the mouth, wakes you up. Take it every morning — *first thing on arising*.

JUICE OF ONE
FRESH LEMON



IN A GLASS
OF WATER



FIRST THING
ON ARISING



California Sunkist Lemons

LEMON and WATER
—first thing on arising

freedoms and humanity of a genuine world state and world society.

The danger to liberties would be the power predominance of the U.S. in the beginning of the federation. Fortunately for liberty, there are objective factors of very great weight that would operate against any attempt by the U.S. to institute a totalitarian world tyranny.

Not unimportant among these factors is the U.S. historical tradition. The brutality, provincialism and cultural insensitivity which are not infrequent in U.S. behavior are characteristics to be expected in a young and semi-barbarian country. There is nothing totalitarian about them. Their rather anarchic, somewhat lawless, disruptive manifestations are on the whole anti-totalitarian in effect. Americans do, most of them, have a contempt for ideas; but that very contempt gives them a certain immunity to mental capture by an integral ideology of the totalitarian kind.

A second factor on the side of liberty is the inadequate power of the U.S. The U.S. has today very great power, greater than its own spokesmen realize, but it does not have enough power to impose a totalitarian rule on the rest of the world.

What this means is that the U.S. can lead only by accepting others as partners, only by combining the methods of conciliation and concession with the methods of power, only by guarding the rights of others as jealously as its own privileges. If the U.S. refuses this mode of leadership, if it should try instead to be world despot, it might still, for a short while, subdue the world beneath an atomic terror. But the end would be swift and certain. Mankind would be avenged and the U.S. destroyed.

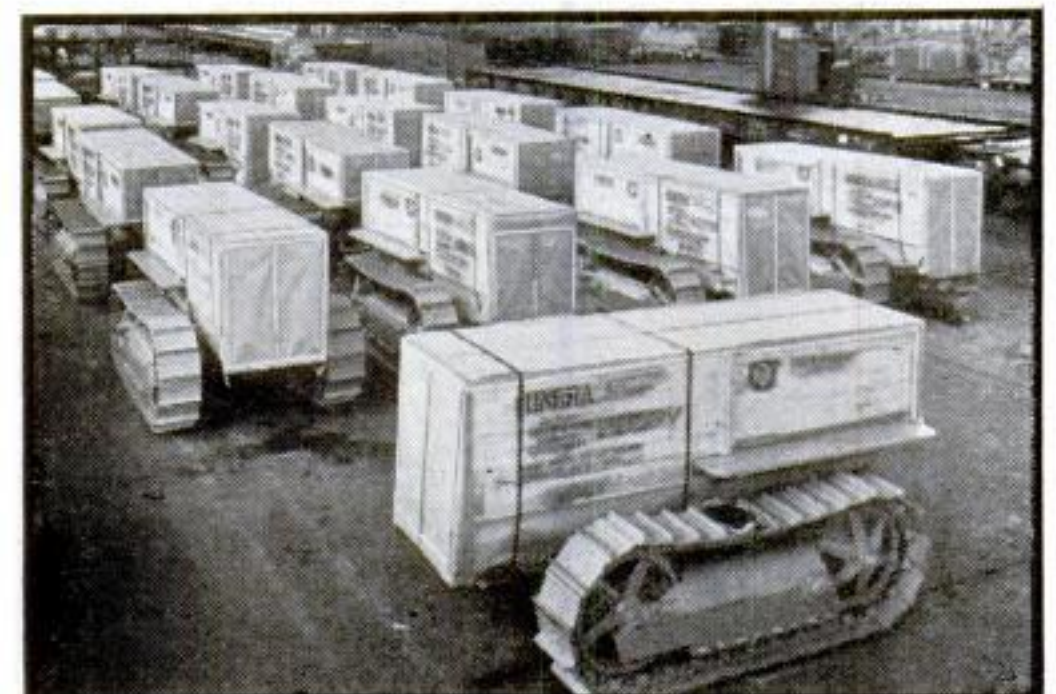
A third, ironic protection of liberty is the unwillingness of the U.S. to rule the world. No people, pushed by forces they cannot control, ever entered on the paths of world power with less taste for the journey, with more nostalgic backward glances.

There is a fourth major factor which will challenge any despotic presumption on the part of the U.S. In the world today there are many millions of men and women who know the meaning of totalitarian tyranny, often through the frightful lessons of direct experience, and who are resolved, if any chance is given them, to fight against it. They are ready to accept or follow the leadership of the U.S. But they will be stern judges. If experience should prove to them that their hope in the U.S. is also empty, then they will abandon the U.S.

The U.S. cannot stop the Third World War by wishing for peace but by carrying through a policy the fulfillment of which would remove the causes of war. The policy of democratic world order which I have outlined provides a solution, the only possible non-Communist solution, for the world political crisis. Because it is based on material power sufficient to its aims, it will therefore force the Communists immediately on the defensive. For that very reason, its effect would be not to provoke the Communists to war but to make them with good reason fear the beginning of war and grant major concessions to forestall it.

The policy of world democratic order must be carried through to the end if the danger of total war is to be eliminated. But that danger will remain until the present Soviet regime is replaced by a democratic government through which the Russian people could take their place in the world democratic order.

The U.S. cannot compete in tyranny with the Communists. The Communists have cornered that political market. The peoples of the world will reason that, if it is to be totalitarianism anyway, then it might as well be the tried and tested brand. Therefore the U.S. will not win the peoples to her side unless her leadership is anti-totalitarian, unless she can make herself the instrument of the hope, not the fear, of mankind.



U.S. TRACTORS are shipped to the Ukraine to bolster the Russian economy although we need them badly here.

The Flavor's All Yours...

when you smoke
PHILIP MORRIS!



**CLEAN, FRESH,
PURE...**

**America's
FINEST Cigarette!**

The full, rich, *natural* flavor of the world's finest tobaccos—yes, it's ALL yours to enjoy in *every* PHILIP MORRIS you smoke! And here's why...

There's an *important difference* in PHILIP MORRIS manufacture that lets the FULL FLAVOR come through for your *complete* enjoyment—clean, fresh, pure!

That's why PHILIP MORRIS *taste* better... *smoke* better... *all day long*!

CALL FOR
PHILIP MORRIS

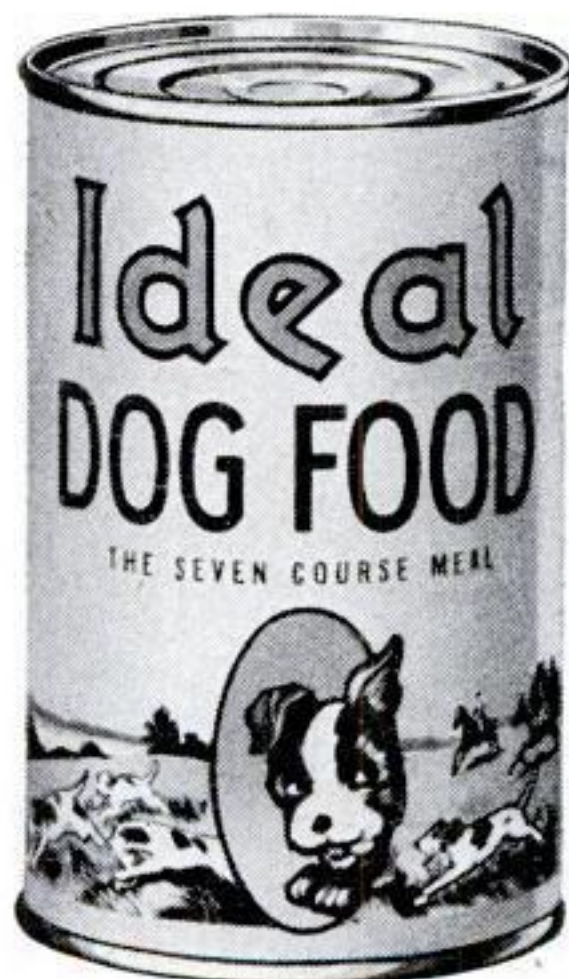
ALWAYS BETTER... BETTER ALL WAYS

"and for you, Sparky, good old
pre-war Ideal"



THE 7-COURSE MEAL

1. Meat by-products, meat—U. S. inspected animal protein.
2. Bone—for calcium, phosphorus, and trace minerals in their correct proportions.
3. Wheat and Barley—Supply vegetable protein and carbohydrates.
4. Wheat Germ—Source of thiamin, vitamin E and vegetable protein of high quality.
5. Carrots—A cooked vegetable.
6. Cod Liver Oil, Fortified—Vitamin A and D allowances.
7. Soy Grits (or Soy Flakes)—For protein balance.



FOR the first time in several years, the original, pre-war quality product—Ideal Dog Food in tins—is now back on dealers' shelves, in most localities.

Yes! As quickly as our careful processes and distribution facilities permit, Ideal Dog Food in tins is going back on dealers' shelves, to meet the nationwide demand. If it hasn't reached your community yet, watch for it . . . it will be there soon.

Is your dog five years old or less? Then he's a member of the younger canine generation

that has never known the goodness of pre-war quality Ideal. Introduce him now to this great 7-Course Meal—the complete, ready-to-serve, *quality* dog food that contains meat a-plenty . . . that's supercharged with nourishment, vitamins and minerals. Made by a meat packer with years of experience, in a Federally Inspected plant, Ideal Dog Food is *the food your dog will eat—and thrive on.*

WILSON & CO.
INC.
CHICAGO 9, ILL.



Neatest trick up your sleeve!

A MAN'S APPEARANCE works magic for him!

Jacques Kreisler's famous Basketweave watch band works magic for your appearance . . . it plays smart tricks with your watch, makes it look smarter than ever before. Outstandingly masculine, it flows comfortably around your wrist. Handsomely finished in ENDURING KREISLER QUALITY — engineered for sturdy, handsome wear right through the years. Marvelock, or Dubl-lock clasp fastens ingeniously . . . opens in a flash!

12.50 at smart stores everywhere.
New slender watch bracelet for women, **7.50**.
Prices include Fed. Tax. Also in 14 Kt. gold.

AVAILABLE IN CANADA



makes a smart watch look smarter*

Jacques Kreisler

World's largest maker of Watch Bands for men and women.



Mistinguett bonnet, designed by Florence Reichman, is based on late 19th Century Edwardian style. The background is Courbet's *Cannes Sea*.

spring hats

French paintings set off their fragile elegance

Every year, in the cities and out along small-town main streets, spring comes to U.S. women as a frothy, flowery, bright-hued new hat. Each year, too, the nation's milliners find new extravagances—of shape and color, of felt and feathers, fluff and tracery. This spring, with plenty of good Swiss straw, vivid Czechoslovakian flowers and rich French ribbons, they have done their best job since war began. Rarely, if ever,

have spring hats been more spritely, more wearable or more downright flattering. To Photographer Philippe Halsman the new season's sailors, bonnets and demure little cloches seemed almost like the work of 19th Century French painters. To show what he meant, Halsman placed the hats against paintings by artists like Renoir, Monet and Cézanne. In so doing he took some of the best fashion pictures ever printed in color.

CONTINUED ON NEXT PAGE



Renoir bonnet of velvet was directly inspired by his *By the Seashore* (background). Designed by Sally Victor, who like all milliners has more hats than ever, it costs \$69.50 and reflects general reductions of about \$10 per hat.



Follow-me-laddie hats, by Walter Florell, carry their frills in back, make men want to see face in front. Posed in Wildenstein Galleries, hat at left has brim of loosely woven straw. Hat at right has dahlias and sweet peas.



Old-fashioned sailor hat, given a new twist by Designer Esther Lenasta, sprouts gingham posies nearly a foot high. Behind it is Cézanne's *The Gulf of Marseilles As Seen from L'Estaque*.



Aglow with cherries and field flowers, this hat with crown of open mesh and brim of rippled straw was posed against Monet's *La Grenouillère* in Manhattan's Metropolitan Museum of Art.

CONTINUED ON NEXT PAGE



Topped by a blue cockade, this face-framing bonnet by Anita Andra is posed against the shimmering backdrop of Cézanne's *Landscape with Viaduct*. Like most hats this spring, it is comfortable and does not muss hairdos.

Wherever you go...



Here's how to go...



You'll get a head-start on your vacation, resting comfortably in an air-conditioned Pullman private room. No worry about road maps and weather forecasts. Just relax and think about the fun you're going to have.



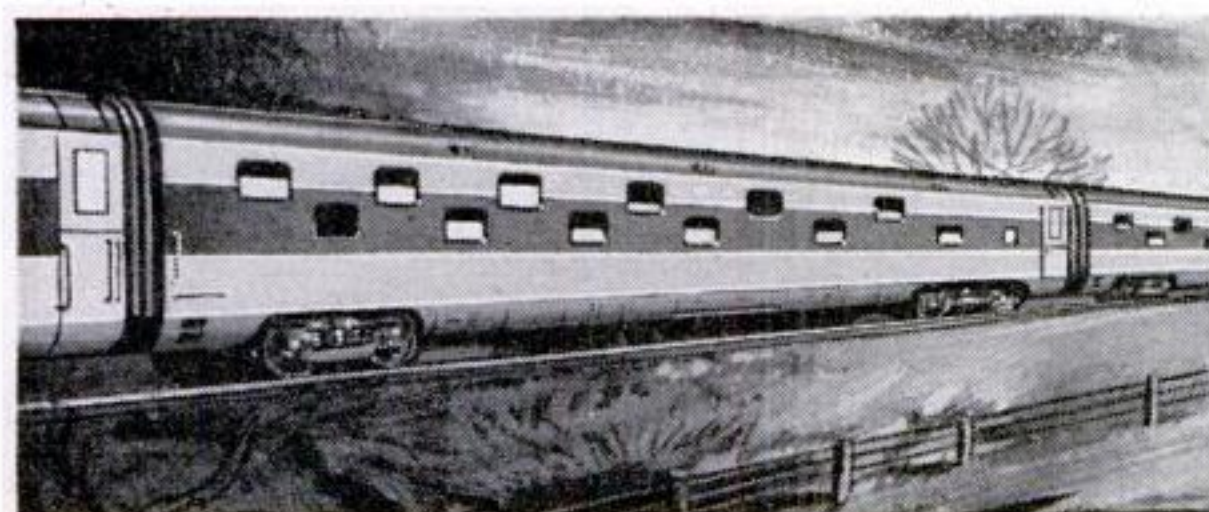
What a wonderful night's sleep you'll enjoy in that full-size Pullman bed, with its downy pillows and snowy sheets! There's lots of room for dressing in the morning. And attentive porter service when you want it.



When you arrive, safe and sound—on dependable railroad schedules—you'll be so delighted with your trip that you'll know why "going Pullman" has been America's Number 1 way to travel for more than 80 years.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY OF GOING PLACES FAST!



NEW CAR NEWS! New type Pullman cars are now in service on some railroads, now being built for others. Duplex roomettes that rival the

cost of a lower berth are among the new accommodations that will give you even greater comfort and convenience when you "go Pullman."

© 1947, THE PULLMAN COMPANY

CLAUDETTE COLBERT



UNIVERSAL-INTERNATIONAL presents

Claudette **COLBERT** Fred Mac**MURRAY**

IN BETTY MACDONALD'S

"The EGG and I"

with **MARJORIE MAIN**

LOUISE ALLBRITTON PERCY KILBRIDE

BILLY HOUSE RICHARD LONG



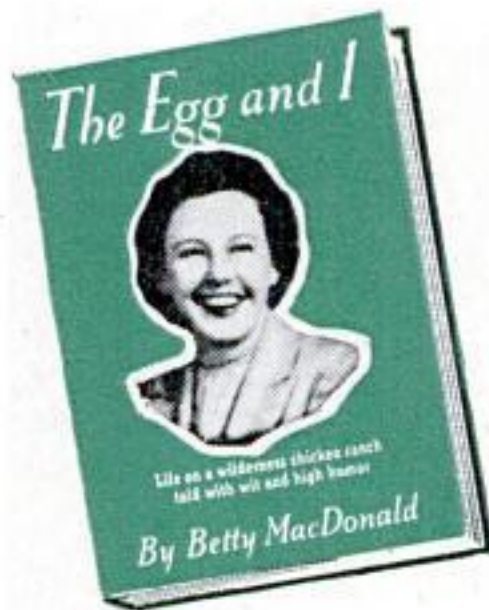
MARJORIE MAIN
"Ma Kettle" ... a hard-boiled egg who hasn't cracked yet!



From the Best Selling Book by Betty MacDonald

FRED MacMURRAY

a best-seller
becomes
a best
picture



"The EGG and I"



LOUISE ALLBRITTON

"Widow Putnam" . . . a
stray young chick
looking for a roost!

PERCY KILBRIDE

"Pa Kettle" . . . good-
for-nothing, but happy
with his ten kids.

BILLY HOUSE

"Billy Reed" . . . once
there was a traveling
salesman — he's it!

RICHARD LONG

"Tom Kettle" . . . the
egg that's always
hatching up some-
thing!

GEODUCK & CROWBAR

two "dear" chasing bucks!

and "STOVE"
the unforgettable iron
monster!

Produced and Written for the Screen by **CHESTER ERSKINE** and **FRED F. FINKLEHOFF**

Directed by **CHESTER ERSKINE** • A UNIVERSAL-INTERNATIONAL PICTURE



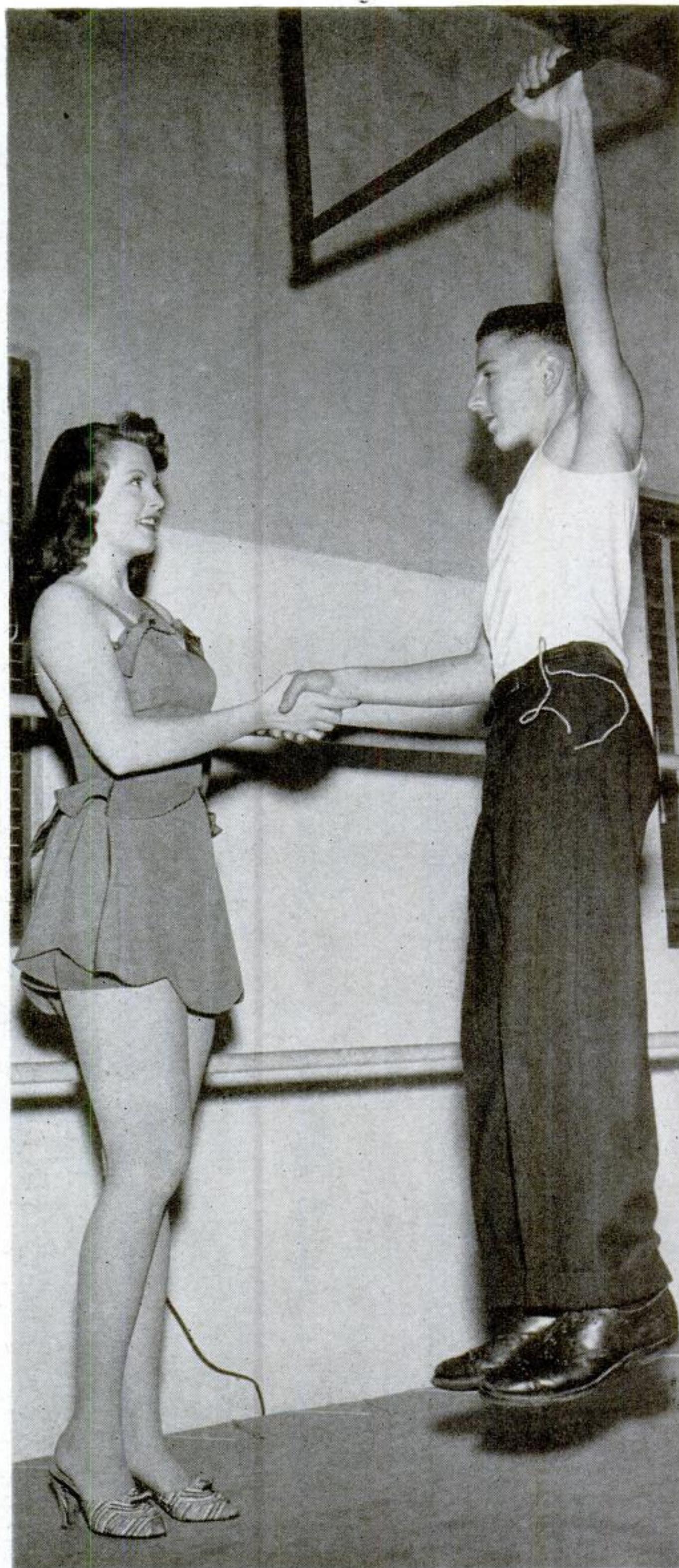
Preferred for mellow moments

For your mellow moments, when you're at peace with the world, you'll prefer HAMM'S BEER, the smooth and mellow beer that matches the mood of your mellow moment. The choice of millions for 81 years.

THEO. HAMM BREWING CO.,
ST. PAUL 1, MINN.



Hamm's
Smooth and
Mellow Beer



WITH HIS FEET IN THE AIR, A SHORT GYMNAST GREETES A TALL STARLET

PIN-UP GREETES CHIN-UP

Starlet gets curious grip from chinning champion

One of the oddest greetings and certainly the silliest publicity picture to come out of Hollywood this spring is shown above. To produce it, press agents persuaded Arlene Dahl, 21, who appears in a new movie called *My Wild Irish Rose*, to congratulate a 13-year-old gymnast named Philip Wilk on winning a high-school chinning championship. To Miss Dahl, who was widely billed in beer ads as Miss Edelbrew of 1946, this was little more than routine. But to young Philip, who dangled happily for two minutes for this picture, it was far more fun than chinning.

YOUR SHOES ARE SHOWING!



EMBARRASSING, ISN'T IT?

YOU
NEED **SHINOLA**

● If you care about the way you look to other people, there are several things you just can't overlook. The appearance of your shoes, for instance, is one of those things. It pays to keep Shinola on hand.

In addition to improving your appearance, Shinola's scientific combination of oily waxes helps hold in and replenish the normal oils in leather—helps maintain flexibility, and that means longer wear. KEEP 'EM SHINING WITH SHINOLA.



IN CANADA IT'S 2 IN 1



Grow XMAS TREES

We grow 14 million trees a year. Write for special Xmas tree bulletin, planting stock, price list.

MUSSER FORESTS, Inc., Indiana, Pa.

EASTER FLAIR

Compare!

Wing-tip town shoe, hand-made by Lobb of London at

\$46⁶⁰

REGAL'S reproduction, in the same British manner at just

\$7⁹⁵

Whether your Easter Parade takes in Fifth Avenue or Main Street, *these* are your shoes!

The black calf derby oxford shown below at left was created by John Lobb, Dean of London's custom bootmakers. Cost to his royal and titled clientele £11.11s (\$46.60) a pair. You can't buy Lobb's shoes here, but you *can* buy Regal's brilliant reproduction (below at right) . . . and for only \$7.95!

Yes, it's hard to believe — but there's no catch! Although the Regal shoe appears to be stitch-for-stitch the same as Lobb's, it's been fashioned by skilled New England craftsmen on machines, instead of by hand. Carefully copied are the painstaking handwork and a score of hidden refinements born of Lobb's six decades of experience.

How can we continue to reproduce costly

bootmaker shoes — yet keep the price so low? Only by doubling production and holding to the lowest profit margin in Regal history!

Just as important to you as style and price is Regal's exclusive "Prescription Fitting," which measures your feet accurately and fits them comfortably in standing and walking positions. Try it — you'll never again want to trust the guesswork of a "size-stick."



THE SHOE ON THE RIGHT IN THIS UNRETOUCHED PHOTOGRAPH IS THE REGAL REPRODUCTION—STYLE NO. 1250
ONE OF THE 100 REGAL STYLES FOR DRESS, BUSINESS AND SPORT WEAR



Sold only in company-owned retail stores in principal cities from Coast to Coast: Atlanta; Baltimore; Birmingham; Boston (3); Brooklyn (9); Buffalo; Chicago (2); Cincinnati; Detroit (5); Hartford; Hollywood; Houston; Jersey City; Kansas City; Los Angeles (2); Milwaukee; Rochester; New York (26 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (4); Pittsburgh; Portland, Oregon; Providence; Richmond; St. Louis; San Francisco; Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington, D. C. (3); Worcester.

Factories and General Offices at Whitman, Massachusetts.

REGAL SHOES

ALL STYLES, ALL SIZES, \$7.95—COAST TO COAST

RISEING COSTS MAY FORCE US TO ALTER THIS LOW PRICE WITHOUT NOTICE



*Bradford—17 jewels, 14K gold-filled—\$71.50**



*Lowell—21 jewels, 14K gold—\$120**

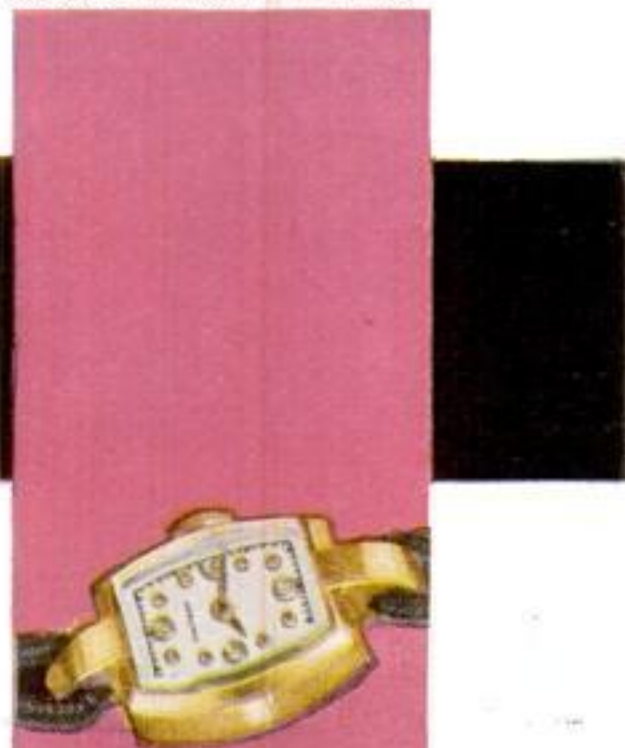


*Shirley—14K gold, 17 jewels—\$95**



*Lana—17 jewels, gold-filled—\$67.50**

*Delle De Luxe—21 jewels,
diamond-studded dial—\$165**



... to mark and to remember. What surer way than by a watch whose shining golden hands will point this hour throughout the days to come. One with the look of fine jewelry — and the priceless virtue of "beauty-within." A watch from the new Waltham line — wherein, your jeweler will tell you, America's newest precision techniques unite with America's finest handcraftsmanship. Far and away the most elegant and minutely precise Walthams in our rich tradition. The ideal gift for someone you especially cherish. No fewer than 17 jewels in any Waltham model. From \$39.75.* As with all precious gifts, let your jeweler be your trusted adviser.

*All prices include Federal tax.

Time to rejoice

THE NEW

WALTHAM

FIRST AMERICAN WATCH

BEAUTIFUL WALTHAM WATCHES HAVE BEEN MADE IN WALTHAM, MASSACHUSETTS, BY AMERICAN CRAFTSMEN FOR 97 YEARS

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THE GREAT PIRATE SHORTSTOP HONUS WAGNER, 73, NOW ONE OF THE COACHES, SURVEYS SQUAD'S 1947 PROSPECTS WITH 9-YEAR-OLD MASCOT TERRY STRAIN

THE NEW PIRATES

**Greenberg's bat and Crosby's cash
give them a fresh start for 1947**

The bowlegged player shown above is a reminder of the baseball greatness that was once associated with the Pittsburgh Pirates. Forty years ago Pirate John Peter ("Honus") Wagner was called "the best shortstop who ever wore a glove." Since then the Pirates have changed. They have not been a pennant contender for nine years. This season, however, they are undergoing the most thorough renovation a club ever had. Neither Wagner nor anybody else around Pittsburgh seriously ex-

pects to win a pennant this year. But even though the St. Louis Cardinals and the Boston Red Sox are favored to repeat their 1946 triumphs, Pittsburgh's new deal has injected a healthy spirit into the season. The Pirates have some valuable new assets: wealthy owners like Bing Crosby (*p. 96*) who plan to spend nearly \$1 million in the first year; a popular new manager, Billy Herman. The most exciting new asset of all is Pirate Leftfielder Hank Greenberg, the home-run king of 1946.



IN GREENBERG AND RALPH KINER (RIGHT) PIRATES HAVE HOME-RUN KINGS OF BOTH MAJOR LEAGUES



PIRATE CLOWN IS INFIELDER WILLIE WIETELMANN

GREENBERG IS EXPENSIVE GAMBLE FOR THE PIRATES

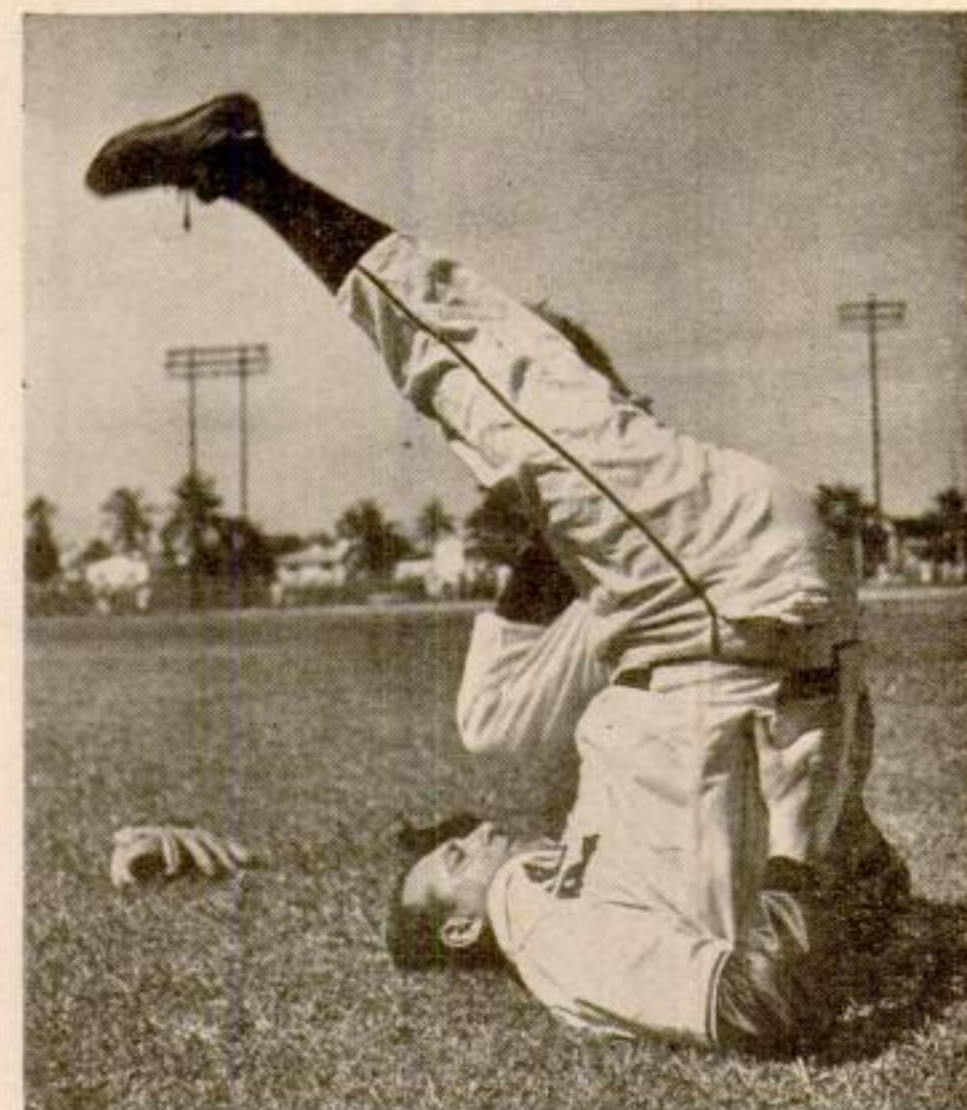
The sale of Henry Benjamin Greenberg to the National League Pittsburgh Pirates by the American League Detroit Tigers was last winter's most sensational baseball development. But the Pirates have bought an expensive piece of merchandise. The annual upkeep (about \$75,000 in salary) far exceeds the original price (\$40,000). And the investment is a short-term proposition that must pay off soon or not at all. Greenberg is 36, which is old for a baseball player. Although he hit 44 home runs last year, he will now bat in unfamiliar parks against more curve balls than he saw in the American League. But the Pirates needed a more serious attraction than their frisky kids (above). Meanwhile the club is doing its best to help Greenberg. A new pitchers' bull pen in left field will cut the home-run range for right-hand hitters from 365 to 335 feet. Already players have given the new bull pen a nickname: "Greenberg Gardens."



GETTING INTO SHAPE, Greenberg was hardest worker in camp. His salary is National League's highest.

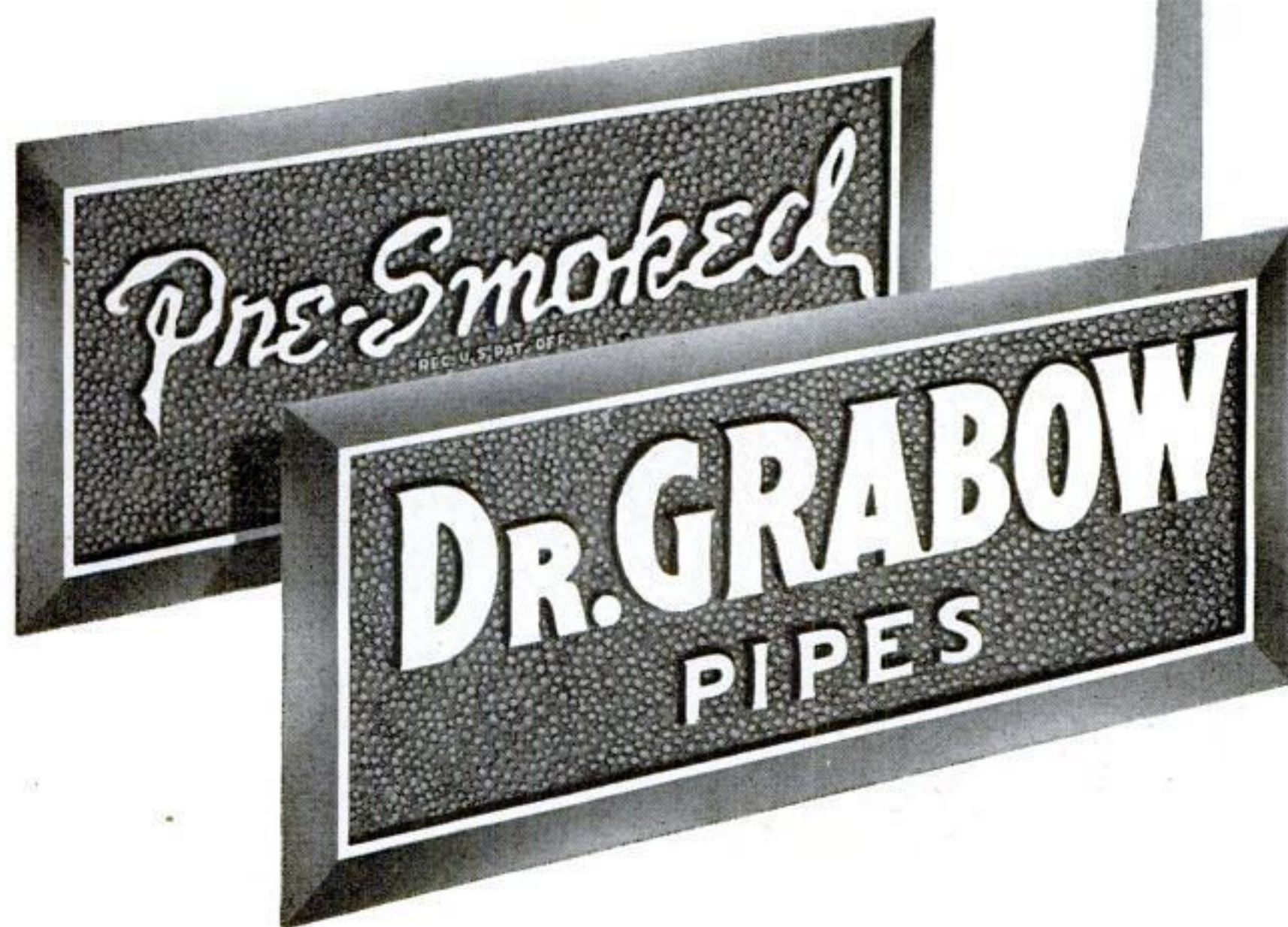


REMOVING KINKS after winter of squash-playing, Greenberg used body exercises he learned in the Army.



GREENBERG'S LEGS required more attention. He chased fly balls, ran, did bicycle calisthenics (above).

**NO BREAKING IN
NO BITE
NO BITTER TASTE**



"All I said was— A penny for your thoughts' and he reached up and gave me a Pre-Smoked Dr. Grabow pipe!"

Ripe'n' Ready for Smokin' Steady

SEE... It's Pre-Smoked

*Illustrated
Actual Size
DR. GRABOW
Tru-Grain...\$3.50*



You taste the fragrance of real tobacco from the very first puff of your new Dr. Grabow . . . *No Breaking In . . . No Bite . . . No Bitter Taste!*

The only correct way to break in a new pipe is to smoke it. Every Dr. Grabow is Pre-Smoked at the factory . . . actually under fire . . . with fine tobacco (Edgeworth) on Linkman's exclusive pipe smoking machine . . . duplicating the slow, deliberate puffing of an experienced smoker. Here is the most important advancement in pipe smoking history . . . ripe and ready for smoking steady. Ask your dealer for Dr. Grabow Pre-Smoked Pipes . . . all equipped with special aluminum fittings.

The DR. GRABOW Pre-Smoked Line

- SELECT GRAIN...\$5.00
- TRU-GRAIN...\$3.50
- SUPREME...\$2.00
- DELUXE...\$1.50

Fashioned by Linkman
DR. GRABOW PIPE COMPANY, INC.
Chicago 14, Ill.



The "TRUTH OR CONSEQUENCES MAN"

Ralph Edwards



AREN'T WE DEVILS

brings his bag of tricks to your house!

on MERCURY'S hilarious new album

"LET'S HAVE A PARTY"

Lots of fun for everybody with this frolicking "new idea" record album! The famous TRUTH OR CONSEQUENCES man, favorite of 20 million listeners, acts as your master of ceremonies with 8 hilarious sides of 14 different "ice-breaking" games, stunts, contests for merry-making socials, gatherings, club meetings! Nobody can be a wallflower—don't miss the laugh of a lifetime!



FOUR RECORDS
\$3.91
includes
govt. tax

If your record shop can't supply you, fill in the coupon below and mail to

MERCURY RECORDS

839 S. WABASH—CHICAGO 5, ILL.

Please send me _____ "Let's Have a Party" albums at \$3.91 each (plus 50c per album for postage & handling)

NAME _____ (print plainly)

ADDRESS _____

CITY _____ STATE _____

Name of your dealer _____

Sorry, but we cannot accept COD orders

The New Pirates CONTINUED

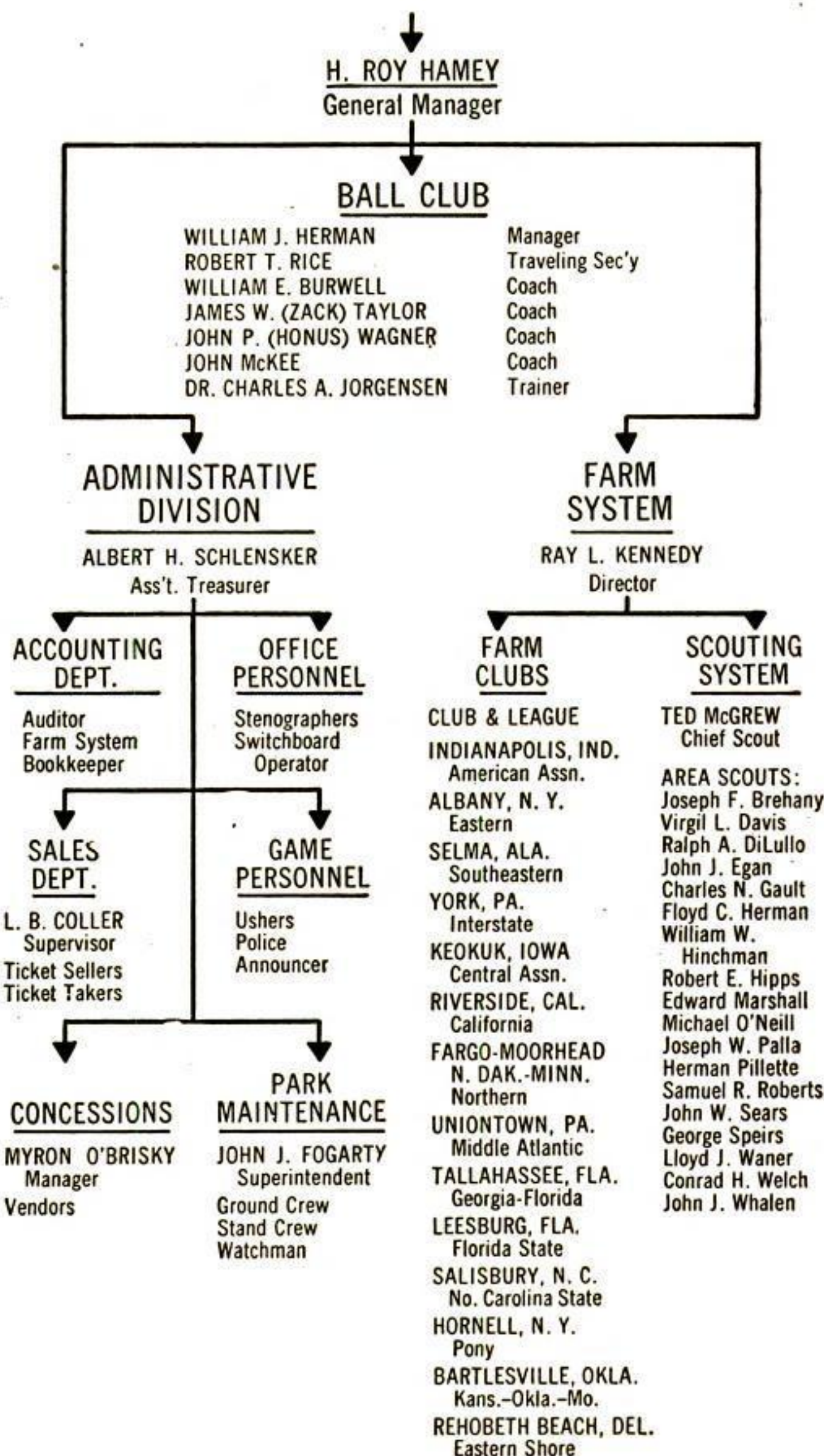
BASEBALL IS AN INTRICATE BUSINESS

Running a major-league baseball club involves more than teaching rookies to execute the hit-and-run play. The Pittsburgh Athletic Company, which is the corporate name of the Pirates, is a surprisingly complex business organization. The four new owners (below) paid an estimated \$2 million for their property, and that was a bargain-basement figure. They spent \$400,000 more to fix up a run-down ball park and made \$300,000 available to buy players. Pittsburgh fans will find a good omen in organizational chart below: the new and elaborate farm system to train young players, a necessary concomitant to winning pennants.

BOARD OF DIRECTORS



JOHN GALBREATH Treasurer HARRY (BING) CROSBY Vice President FRANK MCKINNEY President THOMAS JOHNSON Secretary



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Merriam
WEBSTER



3,350 Pages
600,000 Entries

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1847 A Century of Publishing 1947
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"THE SUPREME AUTHORITY"

ONE CAUSE OF "GROWING OLD"

Read about this wonderful aid to keeping fit in advanced years

After age 30, lack of appetite, faulty digestion and poor teeth cause many folks unwittingly to cut down too much on the body-building and energy foods they need.



Feels young

When your body fails to get enough of the nutrients needed to make up for the wear and tear of everyday living, old age creeps up faster.

Doctors tell us that Horlicks Malted Milk provides a good extra supply of essential food factors. Two glasses of Horlicks daily gives you an important share of vitally needed protein and energy food.

Horlicks digests so speedily it does not spoil your appetite for the next full meal. Then, too, you'll enjoy its grand, full-bodied flavor—hot or cold, in milk or water.

Make the helpful, pleasant Horlicks habit a part of your daily plan for good nutrition. Get a pound jar at your drug store. Horlicks Corporation, Racine, Wis.



A wonderful cooking sauce from California-



It's called Hunt's Tomato Sauce.

A cooking ingredient that's making friends with amazing speed — because it's so downright delicious!

For Hunt's Tomato Sauce is all tomato. Made from plump, sun-ripened beauties... slowly simmered with spice and everything nice till the flavor sings for joy!

And that's why it changes humdrum dishes into flavory family favorites.

Simply add Hunt's to your recipes for meat loaf, stews, soups, fish, rice, cutlets, vegetables, eggs, gravies.

Hunt's Tomato Sauce costs only a few cents a can! So look for the Hunt's red label at your food store...

You'll discover the most convenient, most delicious cooking ingredient that's come along in years! Hunt's Tomato Sauce is another product of Hunt Foods, Inc., Los Angeles, Cal.



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makes this delicious spaghetti from Manhattan



Hearty, delicious — and so easy to make with Hunt's Tomato Sauce...

- | | |
|---------------------------------|--------------------------------|
| 1 clove garlic, minced | 1 cup water |
| $\frac{3}{4}$ cup chopped onion | 2 tsp. Worcestershire Sauce |
| 4 tbsp. oil or drippings | 1 tsp. salt |
| 1 lb. ground beef | $\frac{1}{4}$ tsp. pepper |
| 1 can Hunt's Tomato Sauce | 1 8-oz. pkg. spaghetti, cooked |
| | Grated Parmesan Cheese |

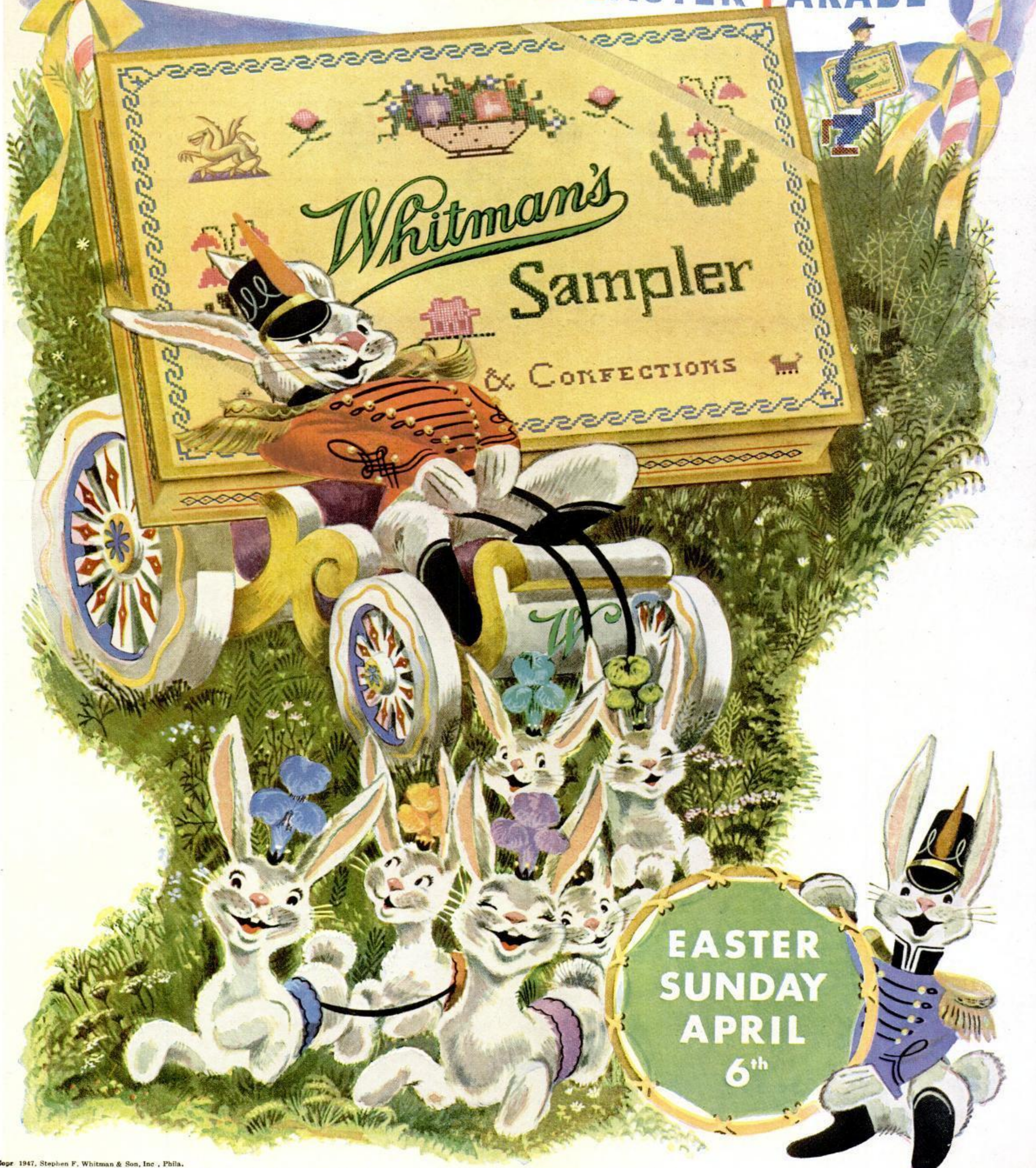
Lightly brown onion and garlic in hot oil or drippings. Add salt to meat, mix lightly, form into 8 meat balls. Brown in drippings in pan. Add Hunt's Tomato Sauce, water and seasoning. Cover and simmer 40 minutes. Pour sauce over hot spaghetti. Sprinkle with cheese. Serves 4.

Your family will love the rich tomato tang of Hunt's Tomato Sauce. And you'll be delighted with the low price — just a few cents a can. Try it!



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A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS



FROM NEW JERSEY, 2 MILES FROM THE CENTER OF MANHATTAN, THE TELESCOPIC CAMERA LOOKS ACROSS THE HUDSON RIVER STRAIGHT DOWN BUSTLING 42nd STREET

THE NEW YORK SKYLINE

Telescopic camera gives a new look at the city's strange and cluttered beauty

PHOTOGRAPHS FOR LIFE BY ANDREAS FEININGER

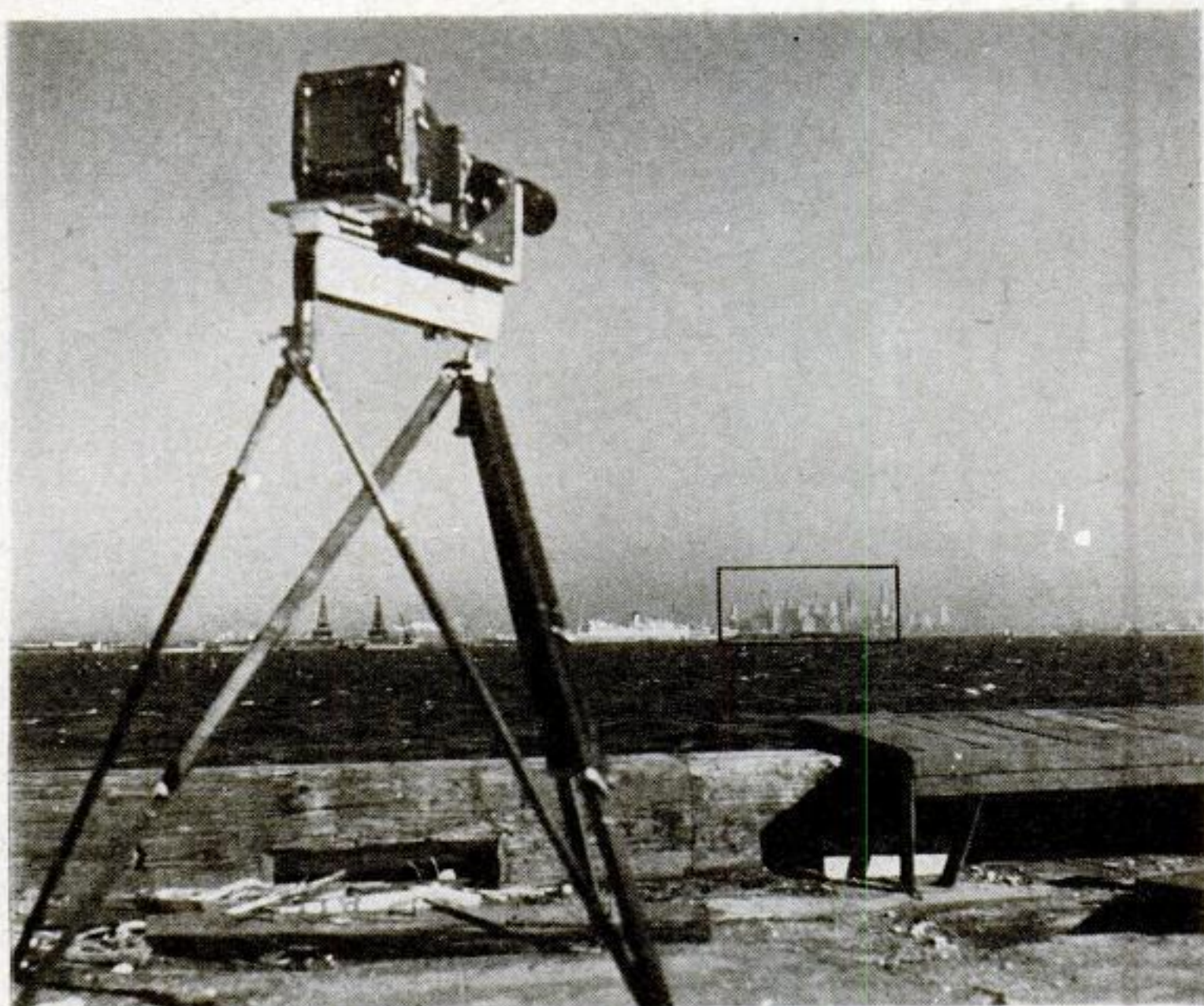
The greatest unplanned aggregation of architecture in the world is the tremendous skyward-thrusting mass of buildings that occupies the island of Manhattan. New Yorkers and awe-struck visitors have regarded the angular outlines of New York City as one of the great sights of the modern world. But architects have deplored its tumbled chaos of towers, tenements and signboards. City planners,

faced with the world's most complicated and crowded traffic circulation, think of it with unconcealed horror. Whatever else it may be, New York's impressive skyline is an architectural symbol of the deep-rooted American philosophy of rugged individualism. Its skyscrapers and mammoth, slablike surfaces jostle each other in a tense and dramatic battle that expresses as nothing else does the

vital, competitive rush and energy of American life.

On these pages LIFE's Andreas Feininger provides a unique view of New York. Using a telescopic lens and standing several miles away from the city, he has taken photographs that give an unfamiliar, poetic perspective of the great city, bringing a new spatial order out of its cluttered shapes.

CONTINUED ON NEXT PAGE 99



TELESCOPIC CAMERA was set up at Bayonne, N.J., 4½ miles from city, to take picture at right. The small area included in telescopic picture is marked by rectangle.

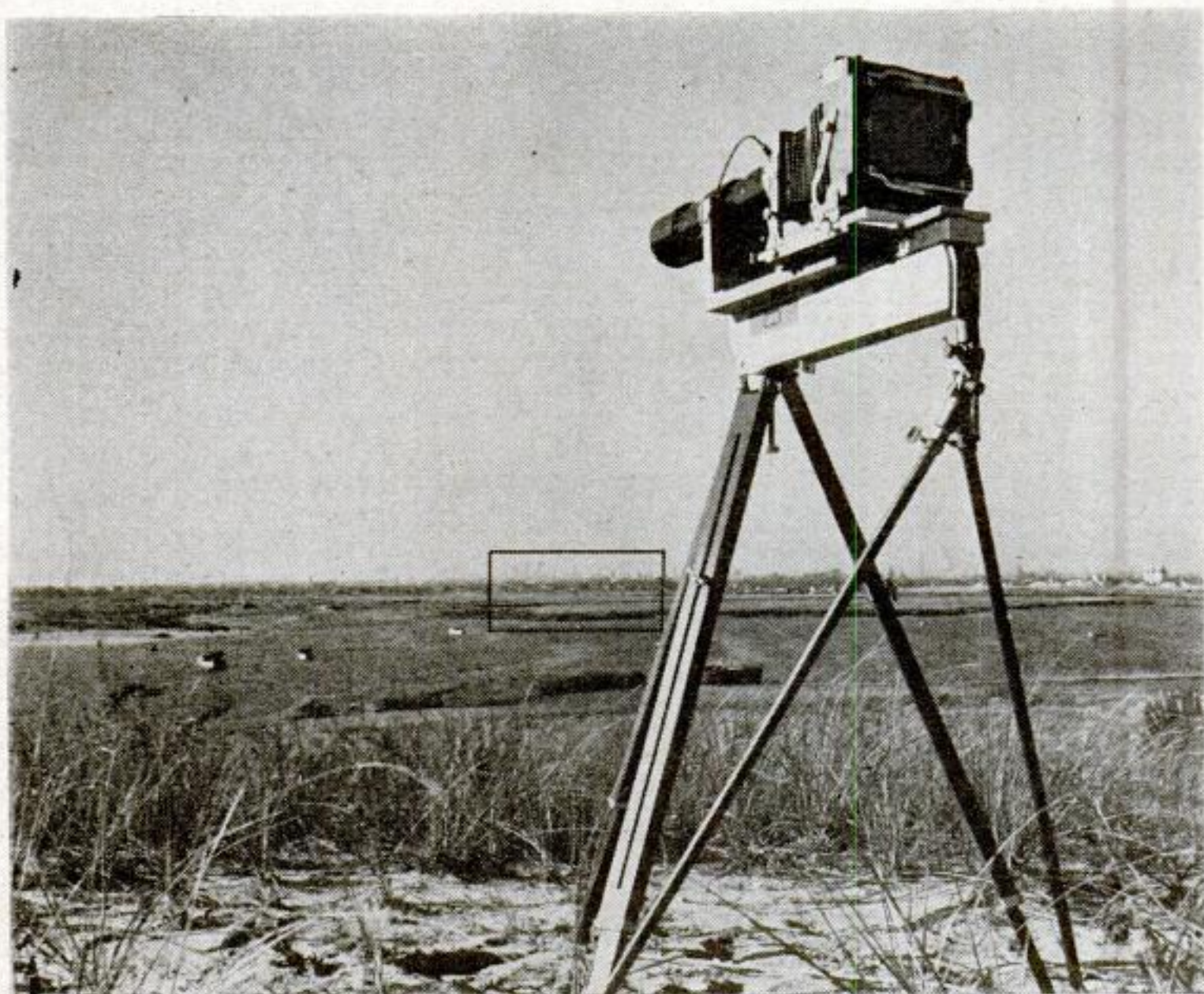
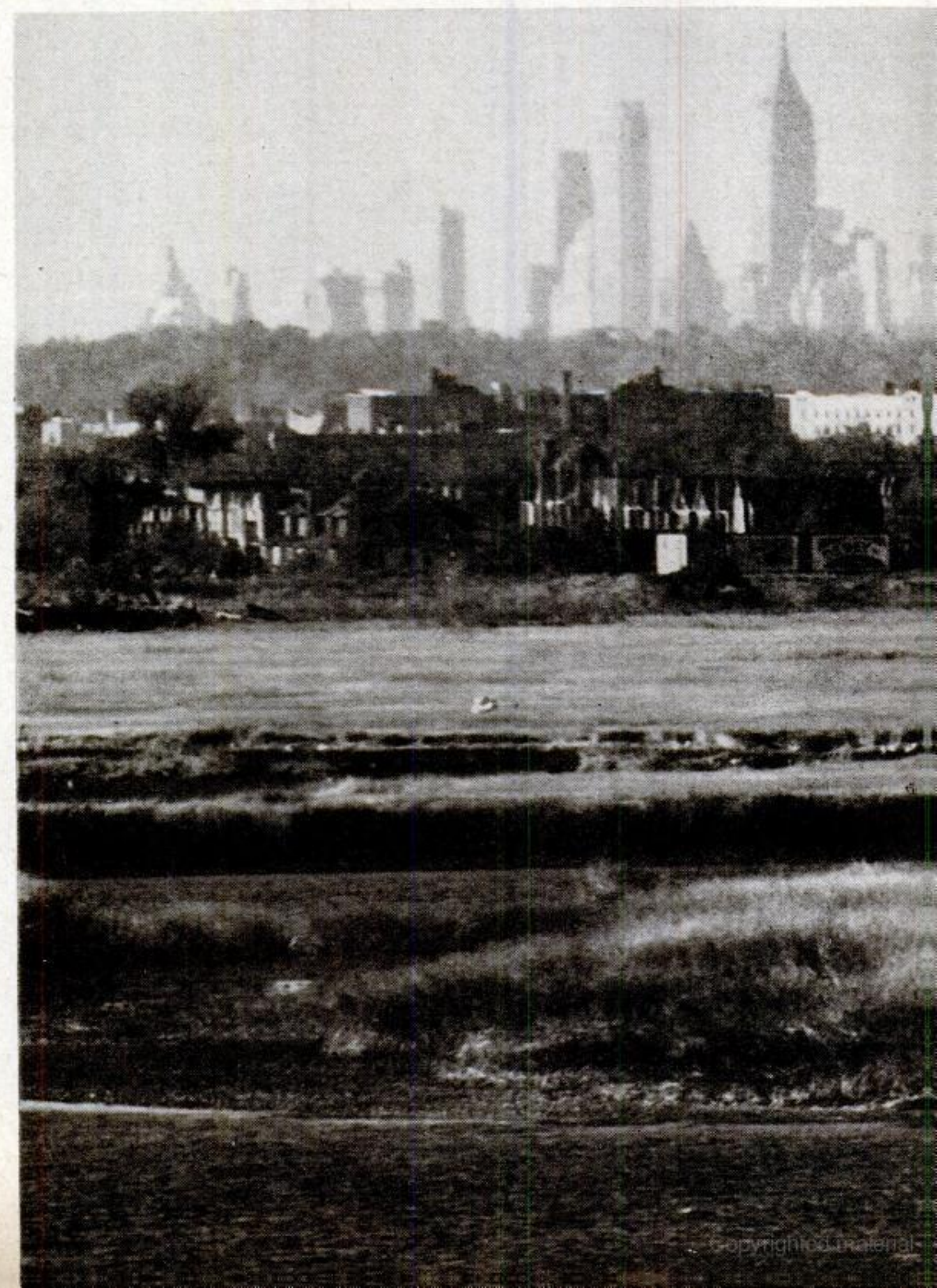
PERSPECTIVE LOST

Big lens gets details but distorts reality

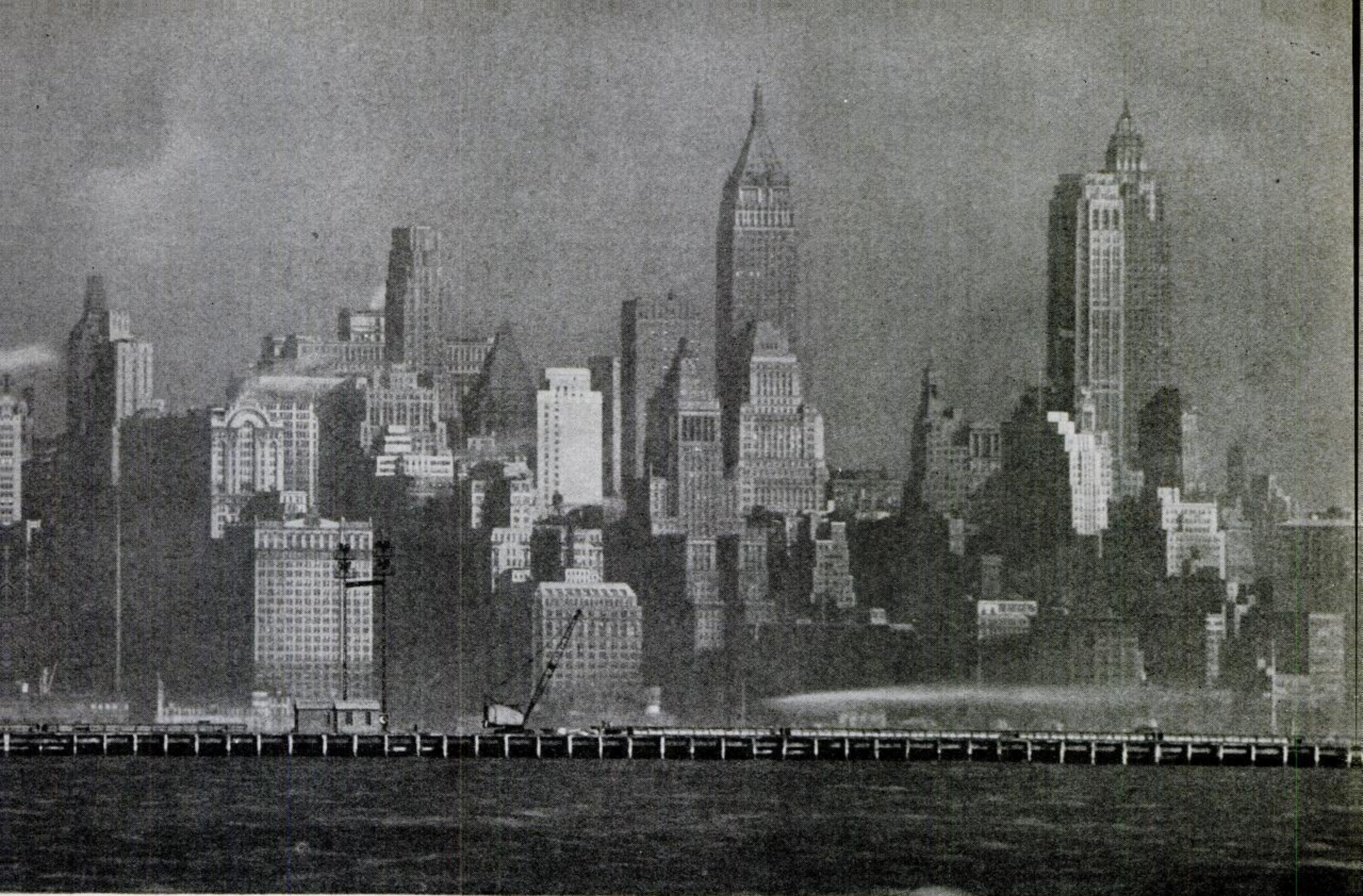
The scenes at right have never been viewed by the naked eye. They are distortions provided by a curiously contrived camera equipped with a 40-inch Dallmeyer telephoto lens. Using a red filter to minimize the effects of the haze that usually surrounds New York, Photographer Feininger shot them from distant points where the New York skyline seemed to the unassisted eye like a floating miniature on the horizon. His subjects, which were taken from an abnormally narrow camera angle, occupied only a minute portion of the broad view before him. The detailed selection of the two large pictures opposite is indicated above and below by the rectangular outlines showing the small area covered by his telephoto lens. The effect of such distant photography is to destroy normal depth of perspective, pulling together objects which are actually miles apart and giving the whole picture the flat appearance of stage scenery. But the softening effect of distance contributes a simplified, dreamlike quality to the pictures that heightens the poetic atmosphere, giving the skyline the dramatic interest that has made it famous. A specialist in this type of photography, Feininger regards his camera as a tool for the extension of normal eyesight.



DOWNTOWN MANHATTAN (above), seen across Upper New York Bay, appears as a toylike mass of many-windowed towers. The Statue of Liberty, at left, looks as though it were huddling closely in the fringes of the city itself. Before it, can be



FROM SHEEPSHEAD BAY a small piece of skyline enclosed in the rectangle above is almost invisible to unaided eye but skyscrapers emerge in telescopic picture (right).



seen the stern of a ship which is moored in the Upper Bay. Objects like the crane and lights (*right center*), which are actually $3\frac{1}{2}$ miles from the city, seem pasted against the cubistic mass of buildings. The tall structure at left is the famous Woolworth Building. At

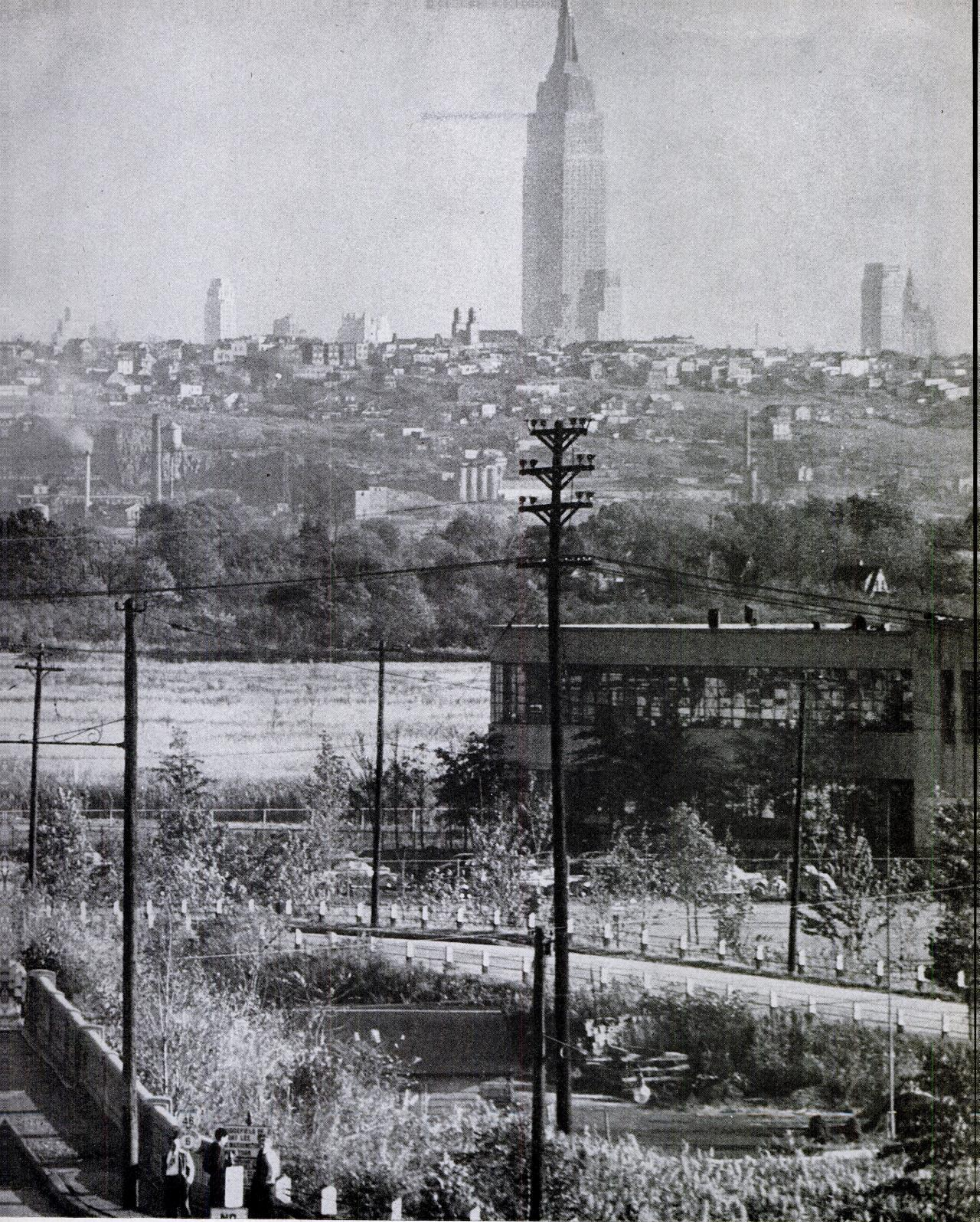
right are the burgeoning skyscrapers of the Wall Street financial district. Below: Manhattan's tall towers are shown peeking over intervening Brooklyn, and a broad expanse of marshland. The distance from the camera to biggest skyscrapers is about 10 miles.





FROM 8 MILES AWAY in New Jersey the telescopic camera gives this spectacular view of the New York skyline. On the ridge in the middle distance are the towns

of Shadyside, North Bergen and Weehawken, N.J. Photograph was taken on a highway near Bendix, N.J. Road in foreground is actually about a mile from camera. The tall,



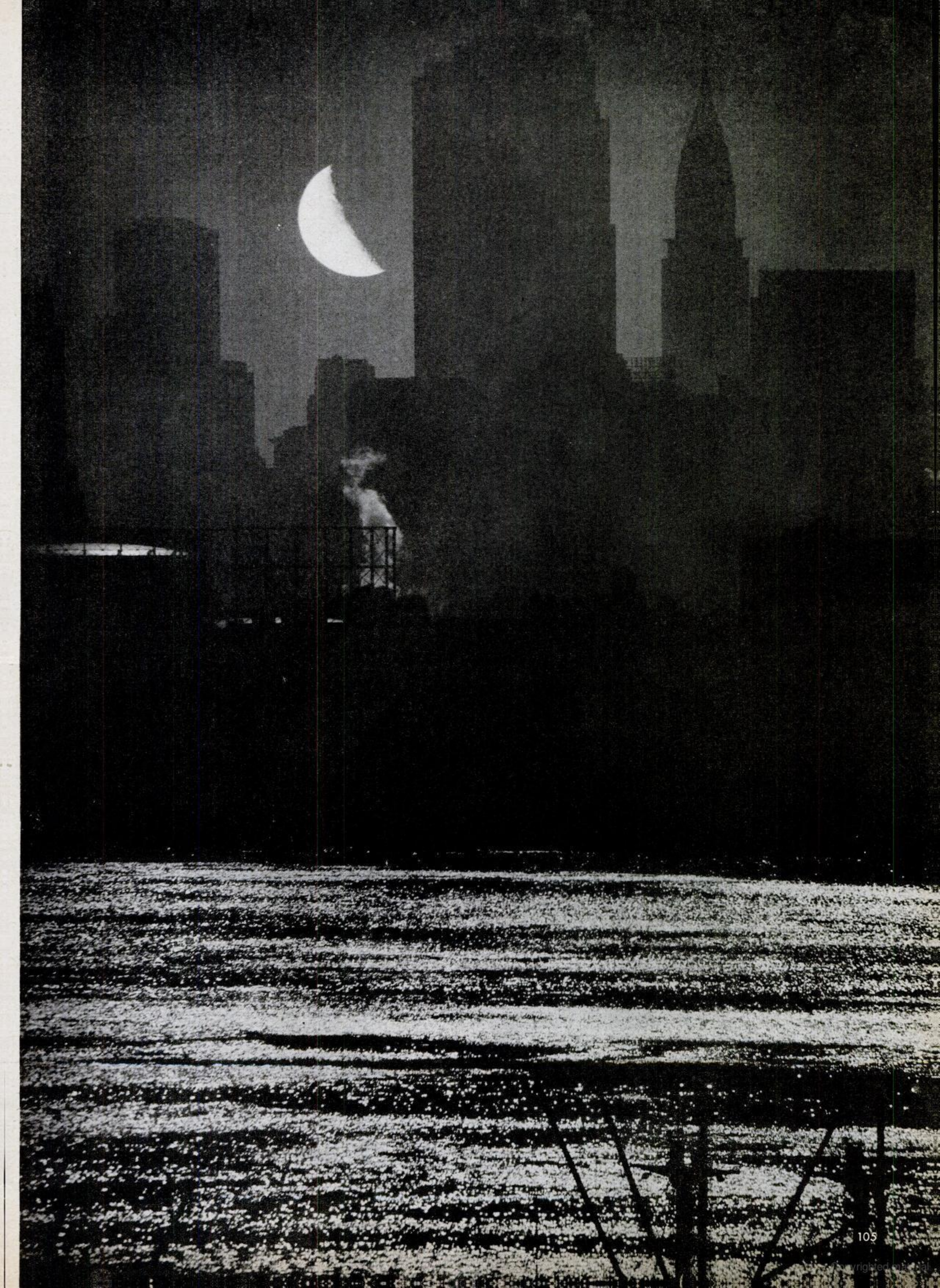
flat-topped structure at left is the RCA Building in Rockefeller Center. To its right is the spike-topped Chrysler Building. The enormous tower at right is the Empire State Build-

ing. Telephoto lens distorts the rise in the highway in foreground, making it appear more precipitous than it is, also makes cars look as if they were going slightly sideways.



MOON OVER MANHATTAN is seen almost as through an observatory telescope, its crescent cradled in the dim lunar circle. The picture above shows Manhattan's financial district as it looks from the west end of the Manhattan Bridge. Left to right

are Farmer's Loan and Trust Company, Cities Service and Bank of Manhattan buildings. On the opposite page Manhattan's RCA and Chrysler buildings nestle in a shadowy nocturne lighted by the moon. This view is across the Hudson from the New Jersey shore.



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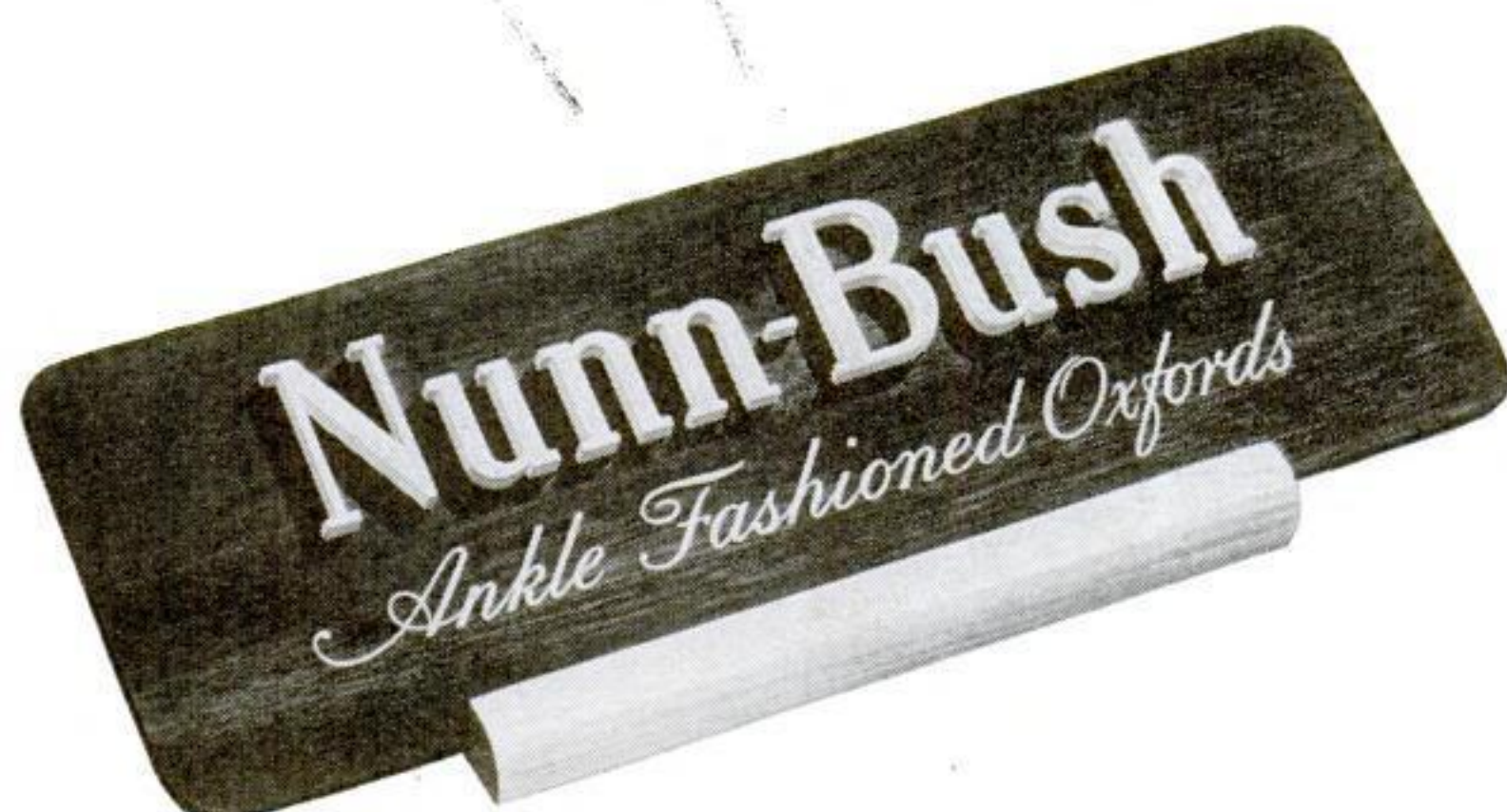


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NEW YORK SKYLINE CONTINUED

OUR SKYSCRAPERS

Opinions conflict on their esthetics
but they symbolize an American dream

THE famous New York architect, Harvey Corbett, who in his time built many a skyscraper, was once regarding the Manhattan skyline from the deck of a Hudson River ferryboat with a group of fellow architects. "I asked my architectural confreres," he related later, "if 10 of the greatest brains of the nation were to go to work conscientiously to create the most involved, complicated and disorderly mess which their combined genius could produce—did they believe by any stretch of the imagination such a group of brains could ever approximate the mess we were looking at? We all agreed it couldn't be done." Despite this professional view and many like it Manhattan's lacy towers of steel and brick have shown a continued power to move poets to rapture and ordinary people to murmurs of awe. Behind this vast discrepancy of opinion lies an old esthetic controversy not unrelated to the perennial quarrel over nature *vs.* art.

Manhattan is in a way a natural rather than an artistic phenomenon. Its imposing clutter of lofty structures was built not for beauty but in answer to a fundamental natural law—the law of economic necessity. New York is an island. Beyond a certain point its growth could only be upward. It has grown not so much by design as by the sort of riotous exuberance that causes jungle plants to elbow each other toward the sunlight. But jungles and their plants may be beautiful. And so, in its rank and powerful way, is Manhattan. Its beauty is the awe-inspiring beauty of natural phenomena like the Grand Canyon or a sunset. In it the hand of man has been guided by an uncontrollable force greater than itself.

But Manhattan is also typically and deeply American. Its overall structure may be a jungle of competitive industrial conflict. But its component unit, the skyscraper, is a man-made object with a certain awesome artistic distinction and a character that springs from deep roots in the philosophy and psychology of Americans. It is, whether we like it or not, America's most characteristic architectural form. Its powerful skyward thrust is the perfect symbol of a people whose dominant trait is an unlimited capacity for energy and hope.

IN architecture as in other arts Americans differ radically from Europeans. The fundamental character of most traditional European art is the sense of tragedy and acceptance that gives it form. Ever since the time of the Ancient Greeks most of the great European works of literature have been tragedies. And a tragedy has an Aristotelian beginning, middle and end, the end being death. The most characteristic American dramatic denouement is, on the contrary, the happy ending—a kiss and a glance toward the future, in other words no end at all. Americans dislike ends and hate to worry themselves about death, doom and destiny. They have an instinctive faith in limitless progress. They are the world's great optimists. The great European symphonies are similar masterpieces of monumental tragic form that move by logical laws to inevitable and impressive conclusions. America's most characteristic music, jazz, completely lacks these features. It consists of incessant repetition, stopping not because of laws of musical logic but because its players are tired or wish to turn to something else for a change. The skyscraper ends its towering series of floors in exactly the same way. Where the Greek temple and the Gothic cathedral have a quality of religious repose dictated by the proportions of their vaults and pediments, the skyscraper soars upward almost without limit. It has a beginning and perhaps a middle, but its end is an indefinite upward climb. It ends this climb, in fact, not because of any laws of structural logic, but simply because of limits of finance, of engineering or urban practicability.

Moralists and esthetes may regard the aggressive optimism of our most typical arts with fear and trembling, and thoughtful minds will inevitably ask whether even Americans may not some day be forced to accept the tragic view of life that lies behind the great music, literature, art and architecture of past ages. But this quarrel of the moralists is with an important aspect of the American dream. The skyscraper is a manifestation of that dream. It is the symbol of endless progress and a challenge to fate.

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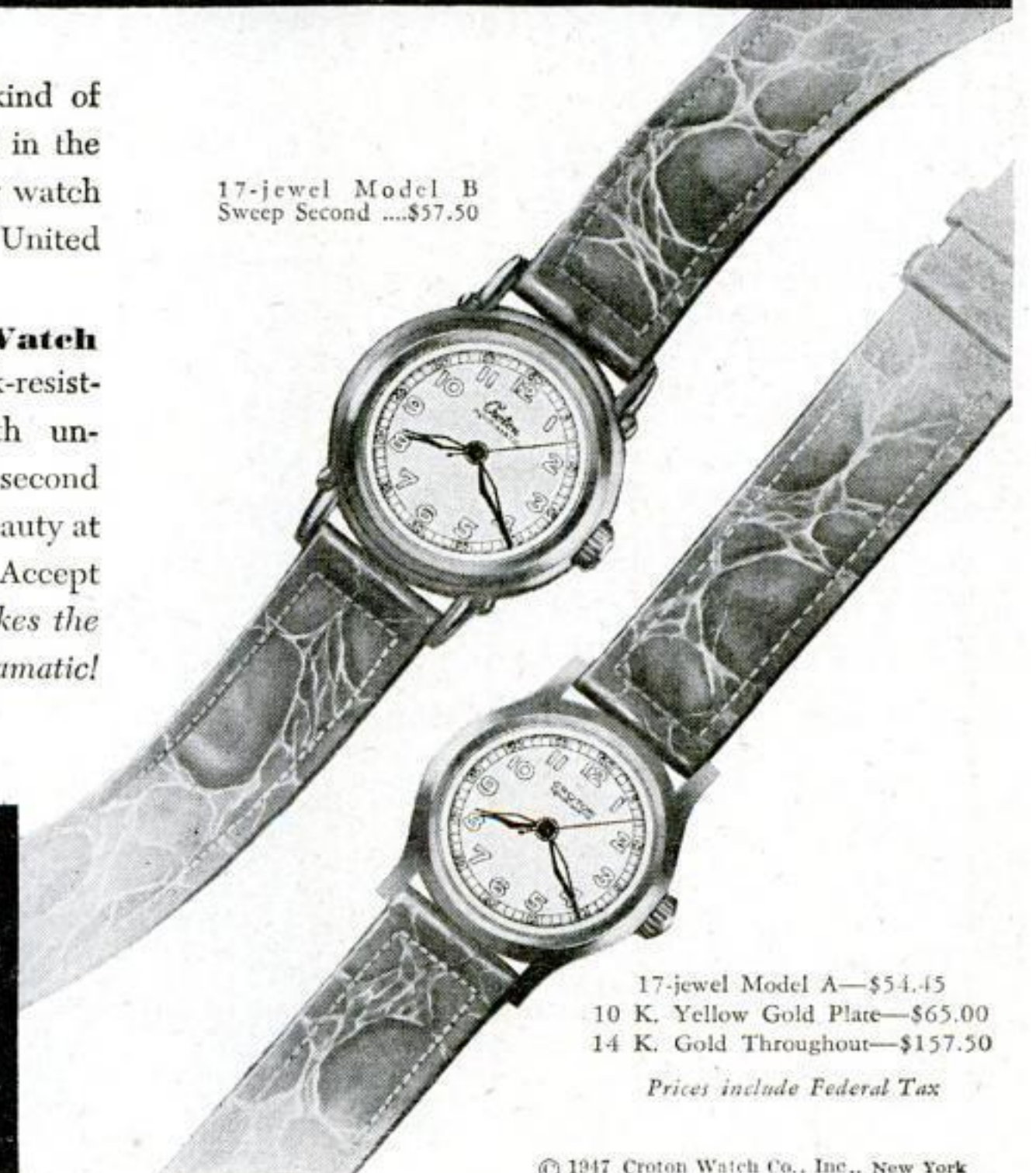
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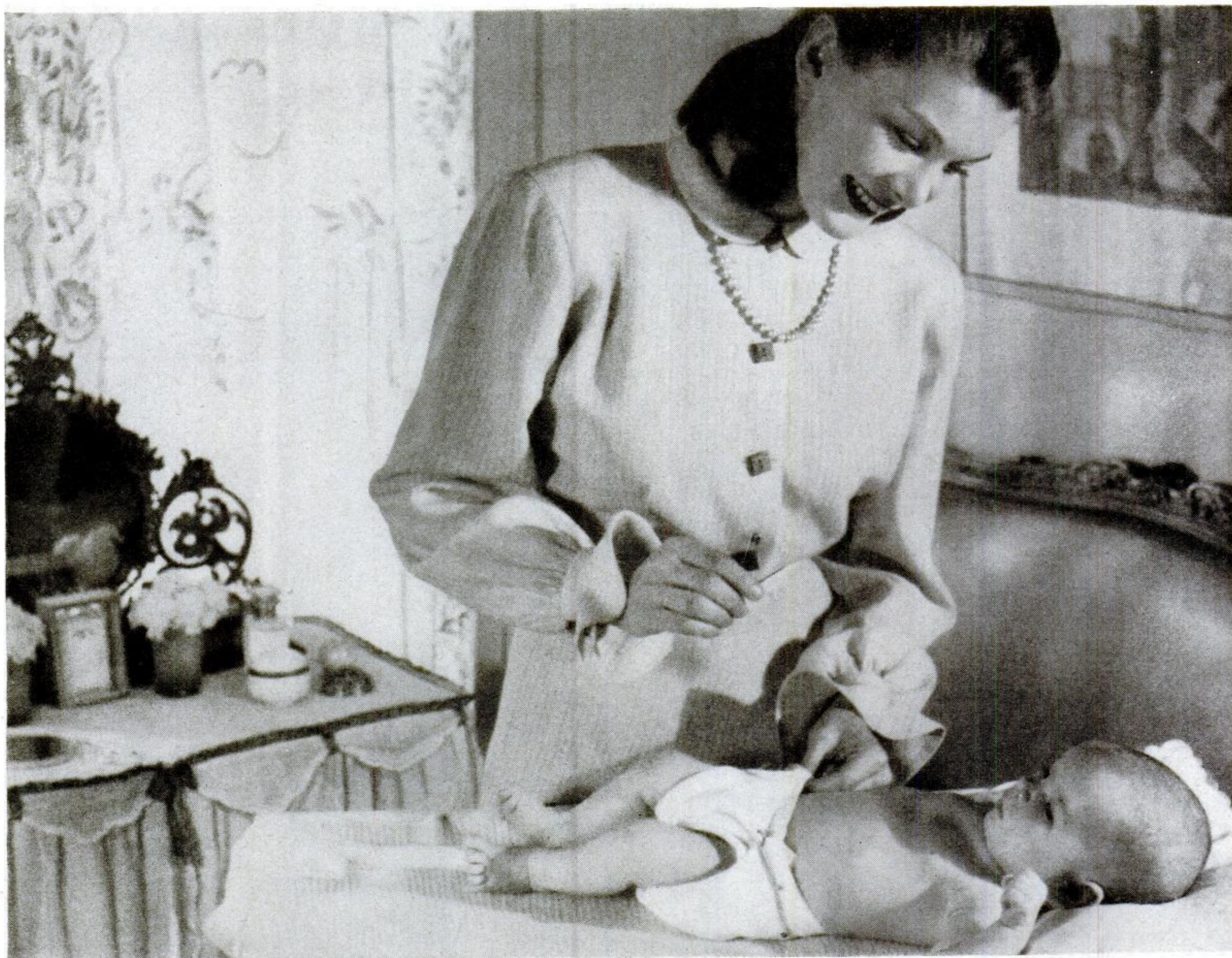


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LADEN WITH ELECTRICAL APPARATUS AND DRAGGING A WIRE BEHIND HIM, GEOPHYSICIST LUNDBERG POKES ALONG GROUND FOR EVIDENCE OF ANCIENT BONES

SCIENTISTS FIND ICE AGE AMERICAN

Modern device locates Tepexpan man in a Mexican lake bed where he fell about 15,000 years ago

One day in the rank swamp bordering Lake Texcoco in Mexico a middle-aged, brown-skinned man was killed in a hunting accident. He fell face-down in the shallows and the silt covered his body. About 15,000 years passed. Then, late last month, a middle-aged white man carrying strange-looking equipment (*above*) stood at the same spot, now a dry and level plain. He was Hans Lundberg, a Canadian geophysicist, and he had come to Tepexpan in the Valley of Mexico to help find the bones of the first Americans.

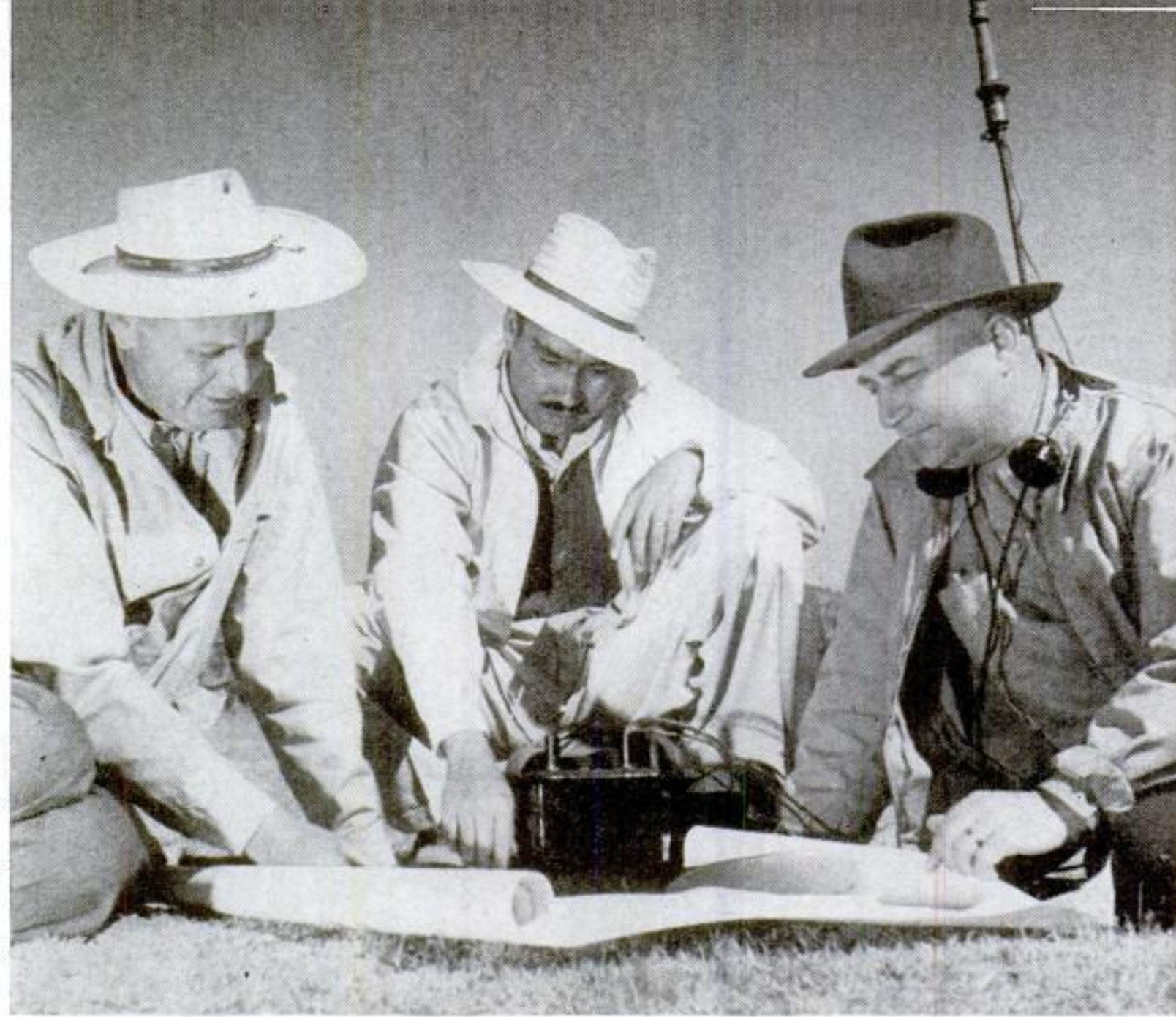
With him was Geologist Hellmut de Terra, a

veteran student of human antiquity who had selected this particular part of Texcoco's ancient bed for the archaeological manhunt. During previous visits there he had seen bones of elephants and other extinct animals taken from a newly dug drainage ditch. The layer of earth in which they lay could be dated geologically (*p. 114*) and contained bits of worked stone which proved that man had lived and hunted in the valley during the late Ice Age. The site looked promising but De Terra's problem was how to find human remains beneath the vast and unmarked surface of the lake bed.

The solution of that problem was an ingenious and original application of modern geophysical method to an archaeological task. With a type of electrical mine-detecting apparatus the scientists explored the hidden levels underground, found three areas that seemed to contain something quite different from the uniform native soil. Each of the spots was dug up: the first two pits held nothing but little ground water. But the third contained the most complete, most accurately datable and perhaps the earliest human remains ever to be found in the Western Hemisphere (*p. 112*).



FOLLOWING UNDERGROUND HUM, ASSISTANTS PLOT THE AREA WITH STAKES



SCIENTISTS TRACE PROGRESS OF THE EXPLORATION ON DETAILED MAP OF THE AREA

TEPEXPAN MAN'S BONES ARE LOCATED BY SOUND OF CURRENT PASSING THROUGH THE GROUND

Electrical detection is a new way to search for human remains. But the method is well known to commercial geologists, who have often used it to locate deposits of valuable minerals. By passing alternating currents through the earth from one row of electrified metal posts to another row lying parallel to it, a geophysicist can find local variations in the conductivity and composition of the land between. To do this he walks back and forth between the rows, poking a listening rod along the ground, carrying a portable amplifier and checking the hum

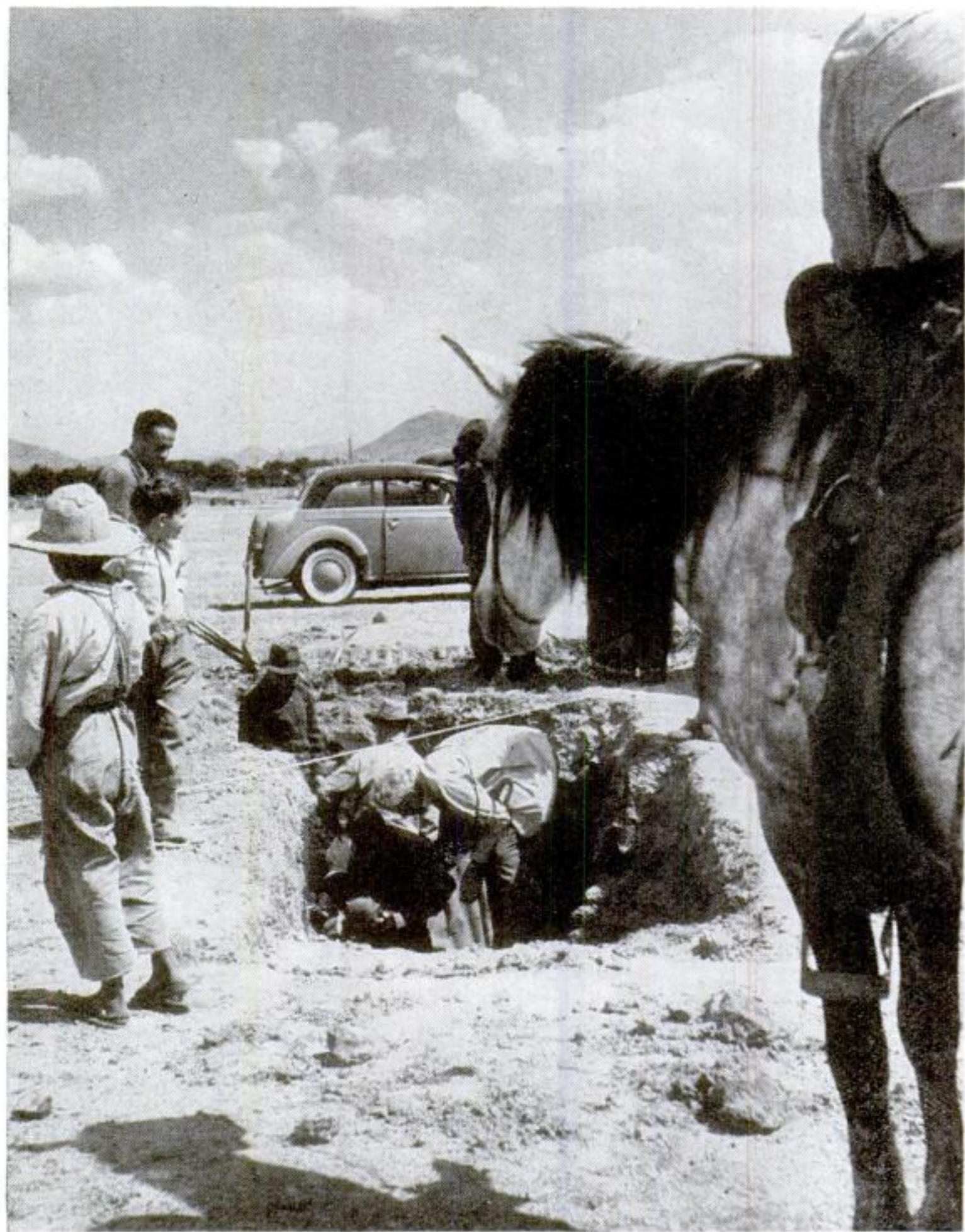
of the current as it flows through the ground beneath him (*above, left*). Along the way he marks points of equal intensity with wooden stakes. In places where the land is perfectly uniform in texture and chemical composition, the rows of wooden stakes are straight, but wherever different materials alter the flow of current and its intensity, the rows are bent.

At Tepexpan the final mapping showed three places where bending rows suggested something worth investigating. When the first two turned out

to be underground puddles, De Terra and Lundberg were almost ready to give up. Too much water in the ground would destroy the effectiveness of their system. But there was one spot left and they tried it. Three and a half feet down the diggers found something. In an instant De Terra was kneeling in the bottom of the pit, tenderly uncovering the bones of Tepexpan man, one of the great discoveries of American archaeology. An Indian digger peered down at the delighted scientist and asked, "Did you come all the way from New York just for this?"



BONES ARE FOUND in third pit 3½ feet down in clearly defined layer of Ice Age clay (*left background*). A Mexican scientist smiles exultantly at the half-exposed skull.



SKULL IS LIFTED gingerly from the wet soil at the bottom of the pit. De Terra (*wearing white jacket*) bends over close to get a good look at his important discovery.



SKULL IS CLEANED by skilled technicians at Mexico's Instituto de Geologia while De Terra (*left*) watches eagerly. It is a nearly perfect specimen. The delicate facial bones

broke away during cleaning process but can be restored. The skeleton is now the property of the Mexican government which, with the Viking Fund, backed the expedition.

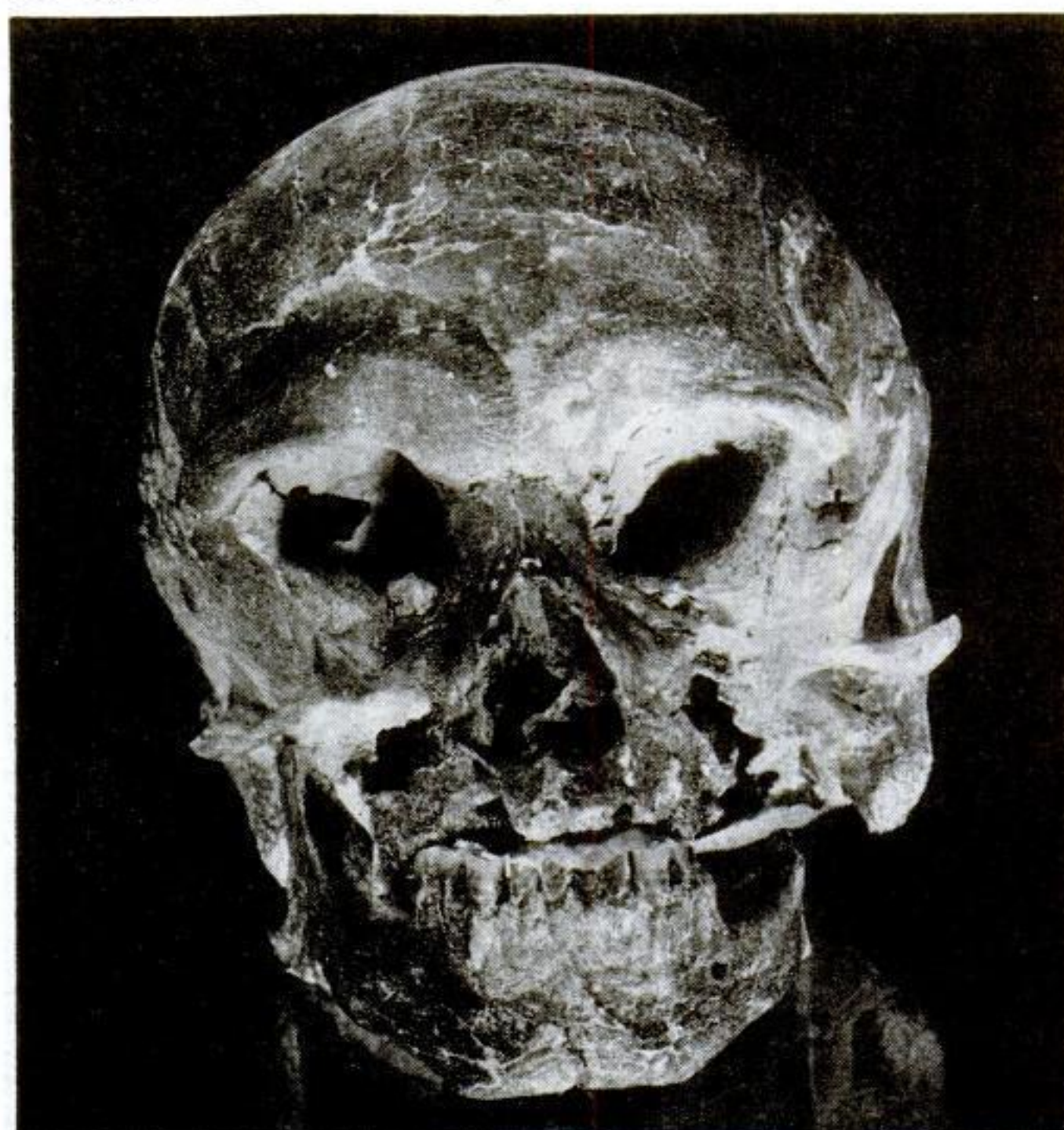
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SHAPE OF SKULL, which is fairly short and broad, was surprising to most anthropologists. They believed earliest Americans had long, narrow heads.



OTHER BONES found include parts of legs, shoulders, arms, and hands. The missing feet, pelvis, spine and ribs were probably exposed and rotted away.

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she loves into the
arms of the woman
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CONTINUED ON PAGE 114

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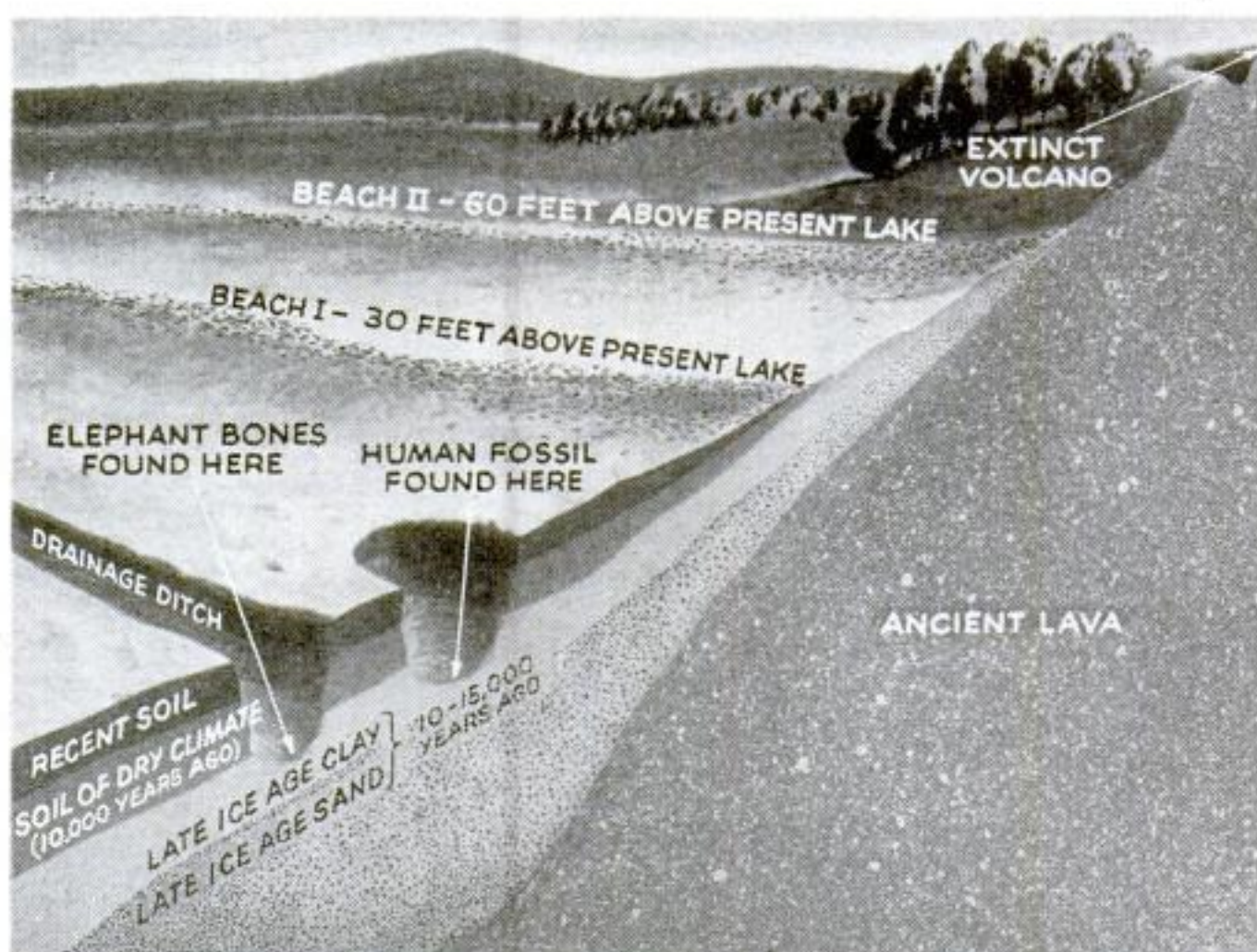


SCENE OF DISCOVERY, ONCE A VERDANT MARSH, IS NOW A DUSTY PLAIN

GREATEST IMPORTANCE OF THE FIND IS THAT GEOLOGY PROVES ITS AGE

In the half-million-year chronology of human evolution, Tépexpan man appears as a fairly recent type. His bones, much like those of certain modern American Indians, show no primitive characteristics. But in terms of the comparatively short history of man in the Western Hemisphere, De Terra's find is extremely old, dating back, perhaps, to a time not long after the first peopling of the Americas from Asia over the Bering Strait.

As important as the bones themselves is the geological context in which they were found. There have been several other discoveries of ancient bones in the Americas. Some may be as old or older than these; but in each case there is some question about the dating. Here there is none. The simple, undisturbed stratigraphic sequence of the lake bed (above) shows that the remains lay under a layer about 10,000 years old and in an earlier formation identified with the rainy climate of the late Ice Age and containing Ice Age fauna (below). The skeleton therefore cannot be much less than 15,000 years old and may be much more.



STRATIGRAPHY of the lake bed is shown in cross section. Position of the find proves that Tépexpan man lived in the days before the Ice Age had ended.

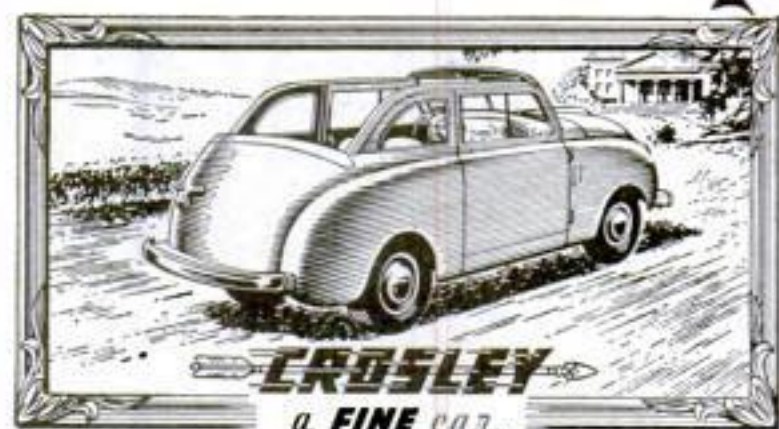


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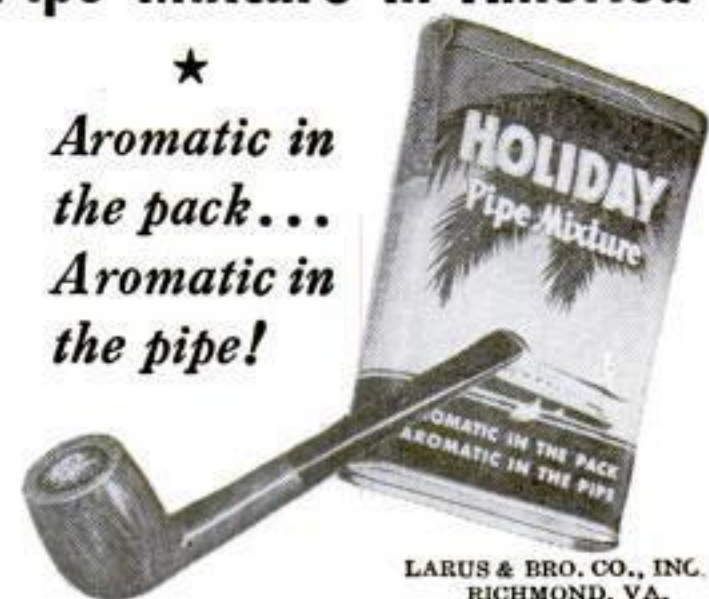


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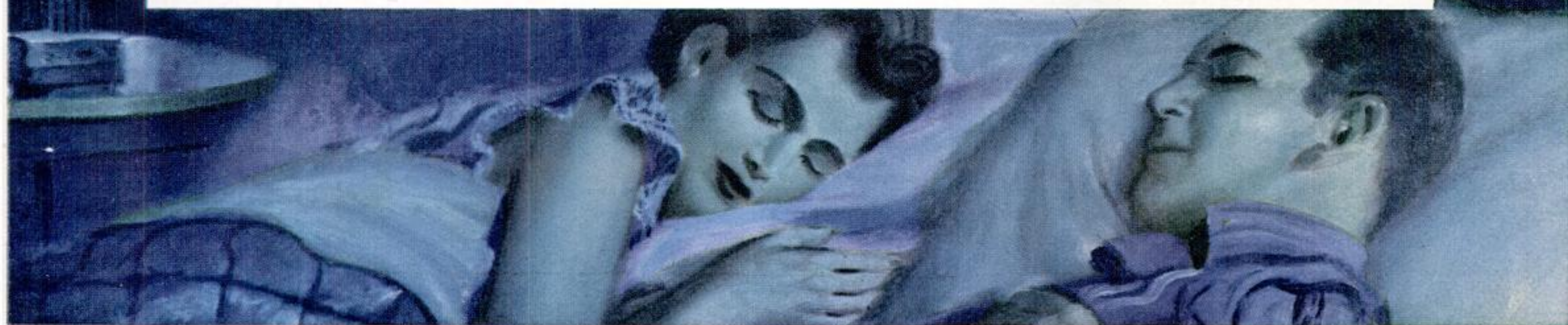
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Gleaming PYREX Utility Dish is just right for small roasts, chops, hot breads, cakes. Two sizes, only 50¢ and 75¢.



Famous PYREX Flameware Set—7" skillet, 1 and 1½ quart saucepans with detachable handle, only \$2.45. Cover, 30¢ extra.



Use Two PYREX Cake Dishes for perfect layer cakes. Also as small roaster. With handles. Only 45¢ each.



Special Knob Cover Casserole cooks foods 1/3 faster, is lovely for serving. Round shape, four sizes from 60¢ up.



Flavor-Saver Pie Plate bakes pies better. Fluted edges, extra depth keep juices inside! Easy-to-hold handles. 10" size, only 50¢.



If Dad goes for nut bread, baked salmon, scalloped oysters or home baked beans, you'll go for the PYREX Loaf Pan. Two sizes: 50¢, 75¢.



1 pt. Measuring Cup with easy-to-read, lifetime red markings. Resists heat and acids. Special smooth-pouring spout. Only 50¢.



Newly designed dishes for custards, popovers, individual soufflés, deep pies. 6, 9, 15 oz. sizes—only 5¢-10¢-15¢ each.



**THERE'S ONLY ONE PYREX WARE
AND IT'S MADE BY CORNING GLASS**



Watch pies cook evenly in this smart PYREX pie plate. Sticky foods wash off like magic. Three sizes—25¢-30¢-35¢.



Set of 4 nested PYREX Color Bowls, heat resistant and 2½ times stronger than ordinary bowls. ½, 1¼, 2¼, 4 qt. bowls, complete \$2.95.



Crystal-Clear Nested PYREX Bowl Set—for mixing, baking, serving and storing. Also for salads, desserts. 1, 1½, 2½ qt. bowls, complete \$1.00.



Ever dream there were so many lovely Pyrex Dishes?



THE PRIZES include year's maid service, fur coat and coat of paint for house (indicated by models) as well as new Ford convertible, washing machine, round trip to New York with weekend at Waldorf, diamond watch and ring, automobile trailer,

deep freezer filled with frozen food, radio-phonograph and records, gas range, refrigerator, vacuum cleaner with attachments, week's vacation at Sun Valley, billiard table, wardrobe, for each adult member of family, furnace, china set, typewriter and airplane.

MRS. HUSH IS IDENTIFIED

Three housewives get \$17,590 for the right answer

On the night of March 15 in Lock Haven, Pa. a housewife answered the telephone. "Hello?" said a voice from Hollywood. "Is this Mrs. William H. McCormick? It is? Well, who is Mrs. Hush?" Without hesitation Mrs. McCormick said, "Clara Bow." The distant voice quickened with glee. "You've won!" it cried. "With the compliments of Duz ('Duz Does Everything') allow me to present you with a Ford car, a trailer, a diamond ring, a billiard table, a furnace, a radio-phonograph, an airplane. . . ." As the voice droned on, Mrs. McCormick sat staring at her telephone, an ordinary instrument of the dial type, as though it had turned to gold.

It had. Mrs. McCormick and two of her neighbors (right) had teamed up to win radio's biggest jackpot (above), worth \$17,590. Together they completed the sentence, "We should support the March of Dimes because . . ." and together they had guessed the identity of a mysterious woman who repeated a clue-laden jingle on the program. Together they are now trying to trisect their prizes, most of which are indivisible. Their biggest problem, however, is the fact that they must pay a tax on the cash value of their jackpot.



WINNERS ARE (left to right) Mrs. A. B. Timms, Mrs. W. H. Harmon and Mrs. W. H. McCormick, spokesman for the group. They have not decided how to split winnings, which include 23 separate gifts, are considering taking turns or drawing lots for each.



PACKARD! SHAVERS!

Get faster, closer electric shaves with this new preparation

Now you can enjoy a new high in performance from your Packard Electric Shaver—with sensational Lectric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer, more comfortable shaves and it's been proved in tests by thousands of men. Just dash a few drops on your face *before* shaving.

"Faster shave—face left feeling easy"

LEON W. MEYERS
Philadelphia, Pa.

Lectric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

"Get as close shave as with a razor"

L. M. MASON
Oklahoma City, Okla.

Lectric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE

Use Lectric Shave with any make of shaver. . . . At all toilet-goods counters—or send name and address to The J. B. Williams Co., Department LE-7, Glastonbury, Conn., for generous free bottle. (Offer good in U. S. A. and Canada.)



MAKES ELECTRIC SHAVING EASIER

"Me for CRUSH"



Filtered carbonated water . . . juice of tree-ripened Valencia Oranges, flavor of orange peel, citric acid from lemon juice, sugar syrup . . . that's Orange-CRUSH!

Orange-Crush

T. M. REG. U. S. PAT. OFF.

CARBONATED BEVERAGE

Flavor Sealed in the Brown Bottle

Mrs. Hush Is Identified CONTINUED



QUIZ MASTER Ralph Edwards called up 21 people in seven weeks, while the prizes piled up. He was sorely crowded when he reached Mrs. McCormick.



FANCY LETTERS, enclosing toys, pictures and records, were sent in by anxious listeners who hoped their originality would attract judges' attention.



BULGING MAIL SACKS in Los Angeles contained more than 730,000 letters to Mrs. Hush and \$365,000 (bottom left) in March of Dimes contributions.

[CONTINUED ON PAGE 120](#)

The SPORT-TIGHTS*

FIT PARADE

ON THE MARCH AGAIN!

...THE FIT-FROM-ANY-ANGLE,
PATENTED PANTIE-GIRDLE

Get into these magic little panties and discover what comfort really is! Cool and light, boneless (but not spineless!), they firm you up with never a pull, pinch, ride or roll.

SPORT-TIGHTS FEATURES

- SPORT-TIGHTS patented contour crotch eliminates all strain—front, back, and between legs.
- Crotch made of heavy, two bar knitted tricot, for long wear.
- SPORT-TIGHTS made of *Len-O-Lastic*, a superb woven elastic fabric.
- Long leg length to prevent summer chafing.
- Detachable hose supporters.

Sized by hip measure (widest part of body) to assure perfect fit.

Hip Size: 34 - 36 - 38 \$4.00[†]

Hip Size: 40 - 42..... 4.50[†]

Colors: Tea-Rose and White

[†]Plus Sales Tax, if any, in your City or State.

At all good knit underwear or corset departments.

SPORT-TIGHTS

Trade Mark Name

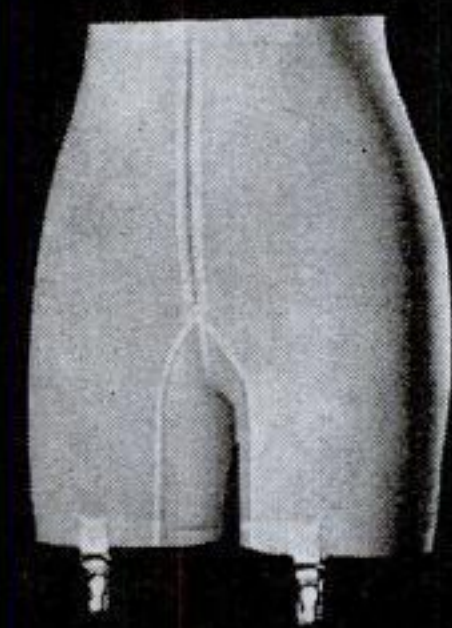
ORDER BY MAIL — IF YOU CAN'T FIND SPORT-TIGHTS NEARBY.

SIL-O-ETTE UNDERWEAR CO., 29 West 30th Street, New York 1, N. Y.

My waist measure is.....Hip measure (widest part).....


Enclosed is \$4.00 (Hip size 34, 36 or 38): \$4.50 if Hip size is 40 or 42.

Send Sport-Tights in white.....tea-rose.....




*PATENTED
CONTOUR-CROTCH
CAN'T BUNCH OR BIND

For Entertaining
Royalty or Royally



U-ALL-NO
Richardson's
AFTER DINNER **MINT**

Pure CANE Sugar plus
Natural MINT for Flavor



10¢

Thos. D. Richardson Co., Philadelphia 34, U.S.A.

Mrs. Hush Is Identified CONTINUED



CLARA BOW, as Mrs. Hush, spoke into microphone while listeners guessed she was Duchess of Windsor, Alice Marble, Shirley Temple, Margaret Truman.

MRS. HUSH IS CLARA BOW

When Mrs. McCormick said, "Mrs. Hush is Clara Bow," over a coast-to-coast NBC network, a spotlight fell again on a favorite American actress who has been retired since 1934. To give listeners clues to her identity, Miss Bow repeated an apparently meaningless jingle, "Two o'clock and all's well, Who it is I cannot tell. Queen has her king, it's true, But not her ribbons tied in blue." Deciphering it, Mrs. McCormick and friends reasoned that in nautical terms "two o'clock" means four bells and recalled that Miss Bow is married to Rex Bell and has two sons (*below*). After that, clues such as "it" (a word long associated with Miss Bow), "king" (for Rex) and "ribbons" (for Bow) were easy.



MRS. HUSH AT HOME in Las Vegas, Nev. poses with husband Rex Bell and their two children, 8-year-old George (*left*) and 12-year-old Toni (*right*).



TWIGS

BLAZER-ETON
Something new, wonderful and enduring in rich, pure wool Varel fabrics in glorious Old School colors. Man-styled and man-tailored. Price about \$13. Sizes 2 to 7. LEISURE SUITS, JACKETS, WAISTCOATS, SLACKS, SHIRTS, SHIRTEES, TWIG-OR-ALLS

At notable shops. Write "Lance" for one near you.
Wm. Schwartz & Co., Inc.
1107 Broadway, New York

Rollfast BICYCLES *styled for beauty*



FREE
BICYCLE
CATALOG
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D. P. HARRIS HDW. & MFG. CO., INC.
Rollfast Building • New York, N. Y.
BICYCLES • VELOCIPEDES • ROLLER SKATES

WILLIAM HOLDEN

doesn't tell
his wife about
a beautiful
blonde.



THERE ARE 6 GREAT STARS
IN PARAMOUNT'S

"BLAZE of NOON"

One Easy Recipe—for seven different desserts — and every one a hit with the flavor of Del Monte Brand Fruits

1-We put extra care here

Extra care where? In the extra hours — and extra days — we give Mother Nature to finish her job.

Because Nature simply won't be rushed when it comes to flavor. Take a peach, for instance. It may attain fine appearance, be full-sized — but unless a peach is really ripe, unless fruit sugars and fruit acids are in perfect balance, you never get perfect flavor. And *that takes time!*

Those extra hours we demand for our peaches on the tree are typical of the way we watch over the flavor of every Del Monte Fruit at every step. *Flavor is our responsibility* — to you and to our brand. We know that every bit of extra care we take means greater enjoyment for you.



2-You get extra flavor here

Make these tasty tarts with any fruit — just so it's Del Monte! Isn't it grand to have one dependable guide to quality in so many different fruits? Because even if you don't find the one you'd set your heart on, there's always another in the big Del Monte family that will give you the same juicy freshness and the same fine orchard flavor! Choose with confidence, any one your grocer has for these easy

FRUIT JEWELS

Pastry (based on 2-3 cups flour)	2 tbsps. flour	2 tps. grated lemon rind
2 cups cream style cottage cheese	½ tsp. salt	2 tbsps. lemon juice
1 cup sugar*	1 cup coffee cream	1 #2½ can Del Monte Fruit
	4 eggs	

Line 3¼-inch individual pie pans with pastry; chill while preparing filling. Press cottage cheese through sieve. Blend sugar, flour, salt; add to cottage cheese. Add remaining ingredients (excepting fruit); stir till well mixed. Pour into pastry-lined pans. Bake in hot oven (450°F.) for 10 min.; reduce heat to slow (325°F.) and bake 30 min. more, or until custard is set. Serve warm or cold, topped with desired Del Monte Fruit. Serves 8-10. (*½ cup light corn syrup may be substituted for ½ cup of the sugar. If so, reduce amount of coffee cream by 2 tbsps. Add sugar as directed and corn syrup with cream, eggs, lemon rind and juice.)

Extra flavor? Sure—Del Monte always puts

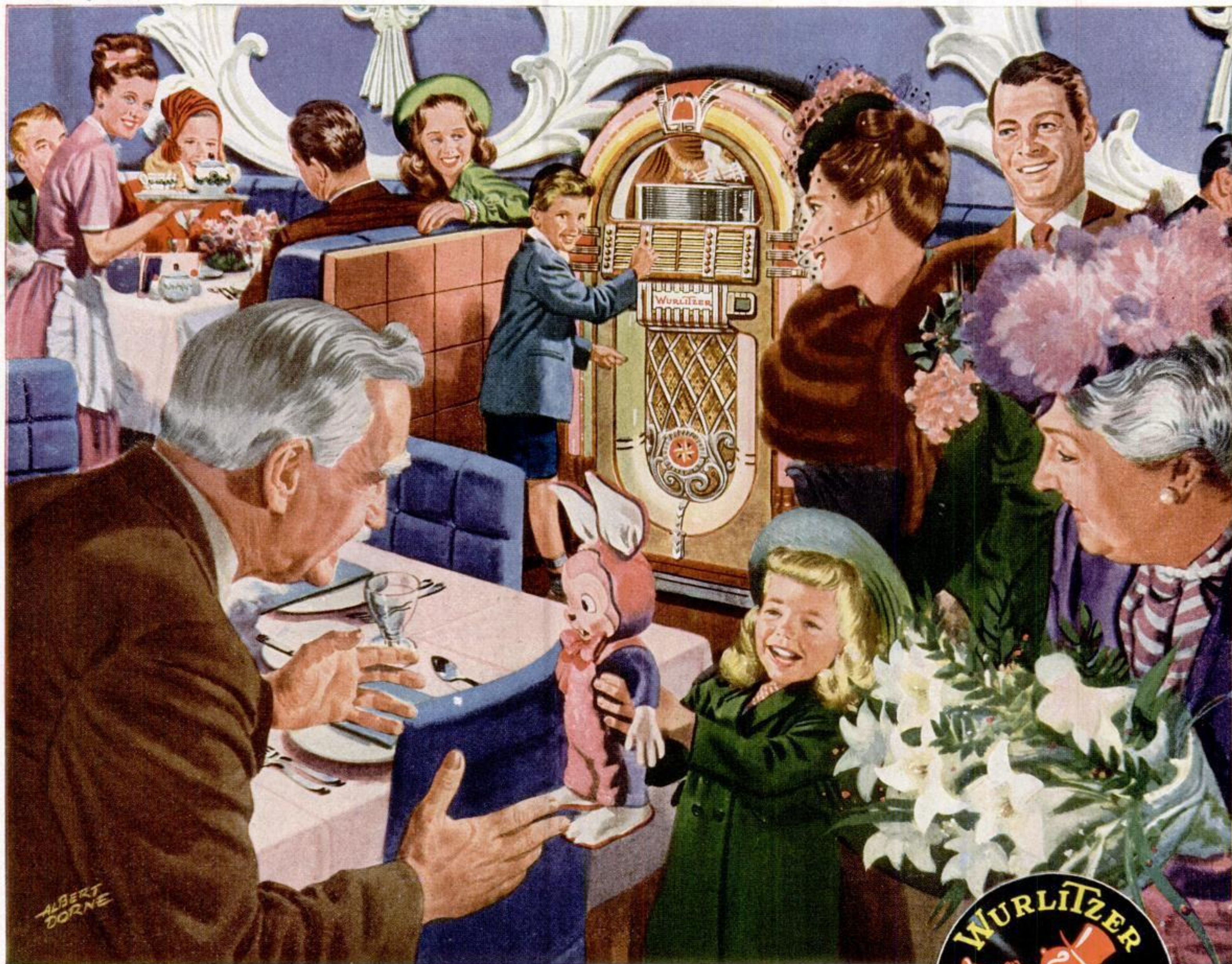
flavor first

Del Monte FRUITS





After the Easter Parade...

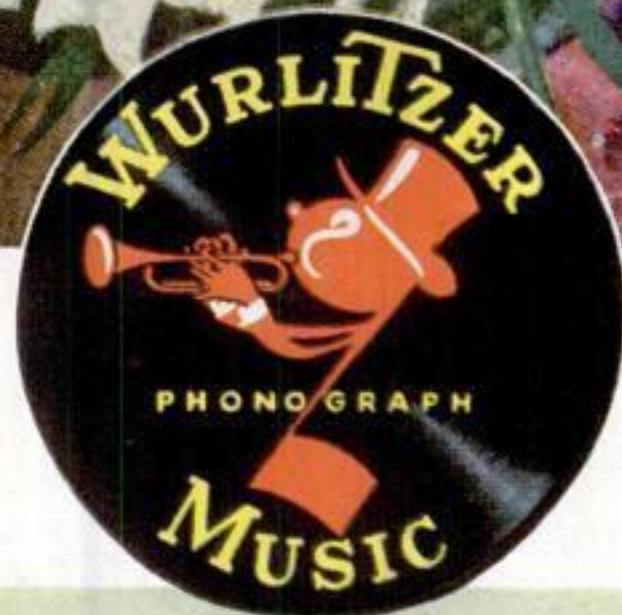


Musical Fun for Everyone

Bright Easter finery. A smart Easter hat. Gay Easter flowers. It's every woman's right to glow with pride in the Easter parade. And, it's no woman's wish to go home and spend the rest of the day in the kitchen.

There's a hint for husbands here. Take the family out for dinner—where they have Wurlitzer Music. Your friends will be there with their families. All of you, young and old, will have fun talking, laughing and listening to tunes as stimulating as your first fresh breath of spring. The Rudolph Wurlitzer Company, North Tona-wanda, New York. ★ ★ ★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Dealers.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.



THE NAME THAT MEANS *Music* TO MILLIONS

The music of Wurlitzer pianos, accordions, commercial phonographs and electronic organs is heard "round the world." The Rudolph Wurlitzer Company is America's largest manufacturer of pianos all sold under one name...also the nation's largest, best known producer of juke boxes and accordions.



JOHN GIELGUD (RIGHT), AS A VICTORIAN DANDY, AND HIS FRIEND ALGERNON (ROBERT FLEMYNG) DISCUSS LADIES WHILE MUNCHING CUCUMBER SANDWICHES

WILDE REVIVAL

Gielgud and an all-English troupe give a high-comedy performance of "The Importance of Being Earnest"

"The only way to behave to a woman is to make love to her, if she is pretty, and to someone else, if she is plain." Adorned with such samples of wit, a revival of Oscar Wilde's best comedy, *The Importance of Being Earnest* (1895), came to Broadway this month and was welcomed more cordially than any new comedy of the season. Meanwhile Wilde's second-best play, *Lady Windermere's Fan* (LIFE, Oct. 28), is still going strong.

The current triumph of *Earnest* is due to the wonderful adroitness of an all-English cast directed with great high-comedy style by John Gielgud. In a plot of monumental unimportance, Gielgud plays

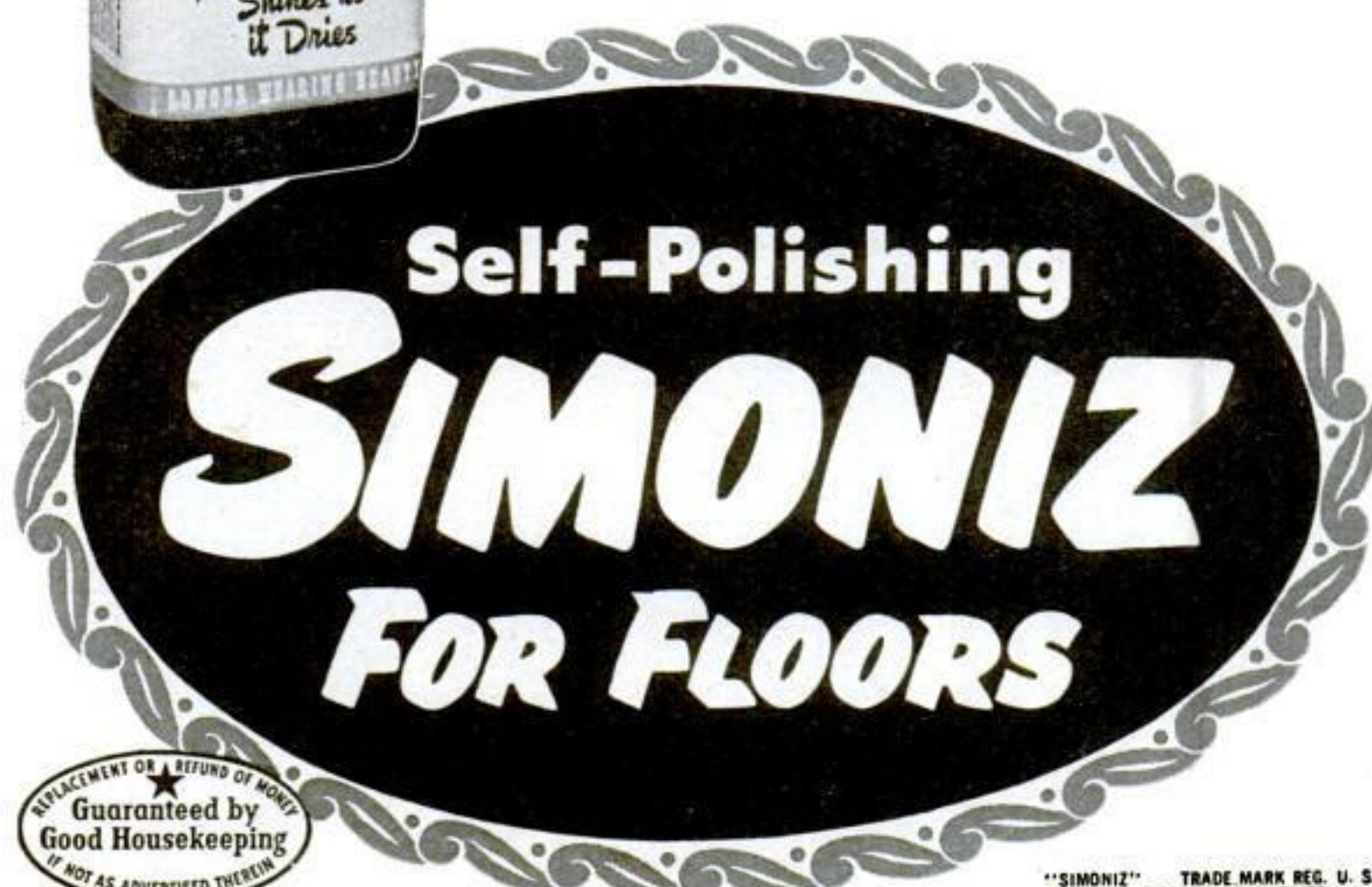
a London dandy, Jack Worthing. Both he and his friend Algernon (*above*) assume the name of a fictitious character, Ernest, but clear up their identities in time to wed two pretty girls.

When Wilde's famous epigrams are really funny, Gielgud's troupe speaks them for all they are worth. When they fall flat, the actors save the day with a too-elegant gesture or too-weary sigh. Wilde's new popularity stems not merely from his wit but from a new appreciation of his talents. He was a critic of morals who, in pointing out the social hypocrisies of his day, created a world that was at once lighthearted and satirically absurd.

Have Lovelier Floors... with Less Care!



No rubbing, no buffing... it shines as it dries to the longer lasting beauty that saves work.



"SIMONIZ" TRADE MARK REG. U. S. PAT. OFF. & FOREIGN COUNTRIES

THREE Essential TUBES

Sportsman
GROOMING ESSENTIALS
DISTINCTLY MASCULINE
DECIDEDLY CORRECT

Gift Packages, \$2 to \$10. At Better Stores • JOHN HUDSON MOORE, INC., 663 FIFTH AVE., N.Y. 22

Wilde Revival CONTINUED



"WILL YOU MARRY ME?" asks Jack timidly of Gwendolen (Pamela Brown). She replies candidly, "Of course I will, darling. How long you have been about it! I am afraid you have had very little experience in how to propose." She accepts him because he has told her that his name is Ernest, a name she loves.



THWARTING THE LOVERS, pompous Lady Bracknell (Margaret Rutherford) squelches the engagement of her daughter by saying, "An engagement should come on a young girl as a surprise, pleasant or unpleasant, as the case may be. It is hardly a matter that she could be allowed to arrange for herself."

CONTINUED ON PAGE 12

Dependable **CHAMPION**

AMERICA'S FAVORITE SPARK PLUG



The dependability that has made Champion America's favorite spark plug is constantly being dramatically demonstrated in record-breaking events on land, water and in the air. Outstanding is the recent world's record, non-stop, non-refueled flight of the Navy Airship XM-1. Champion-equipped engines kept her in sustained flight for over 170 hours, a record for any type of aircraft. Such dependability is inherent in every Champion Spark Plug for every engine.

FOLLOW THE EXPERTS

DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL,
Harry Wismer's fast sportscast every Friday night, 9:55 EST over the ABC network
CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Blueprint OF A PERFECT COCKTAIL



HAS ALL 3

QUALITY

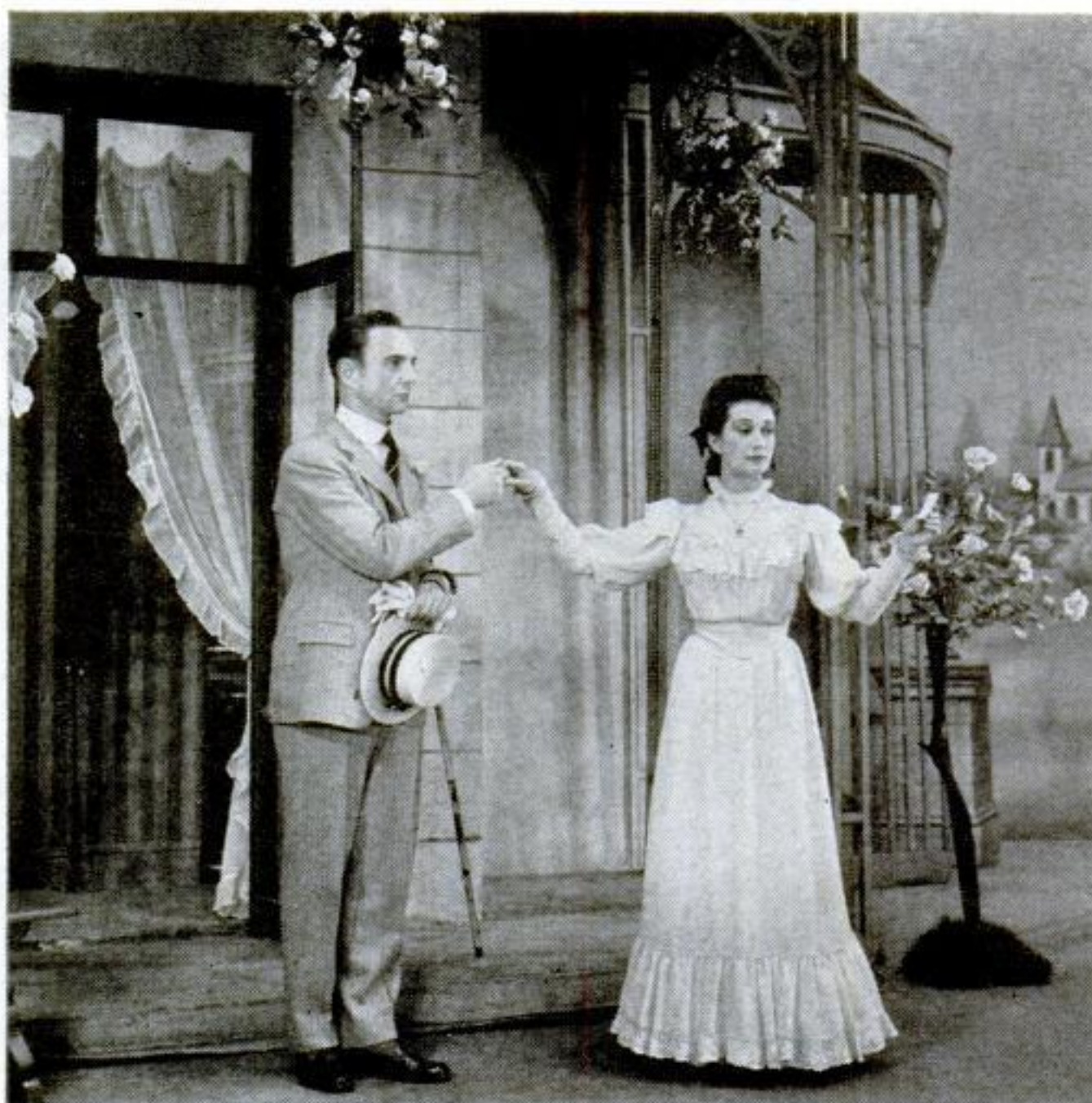
FLAVOR

COLOR

The next time you're planning to serve cocktails, mix your Manhattans with G&D Sweet Vermouth. You'll make a delicious cocktail every time. And for a perfect Martini use G&D Dry Vermouth. Write for recipe booklet, "So You're Going To Give A Cocktail Party". It's new, free and shows the "professional" way to mix prize-winning drinks. Address a postcard to G&D, 13 Park Row, N.Y. 7.

GAMBARELLI & DAVITTO

Division of Italian Swiss Colony
PRODUCT OF U.S.A.



COMPLICATIONS BEGIN when Algermon meets Cecily (Jane Baxter), Jack's ward. He poses as Jack's nonexistent brother Ernest, a young man who leads a very wicked life in London. Cecily falls in love with Algermon because she is fascinated by his reputation and she, too, adores the name of Ernest.



IN MOURNING, Uncle Jack arrives and explains to his ward and her friends that his dear brother Ernest has just died. Whereupon, to Jack's dismay, Cecily produces "Ernest," very much alive, from the house. Furious at being caught in a lie, Jack refuses to shake hands with his old friend Algermon.

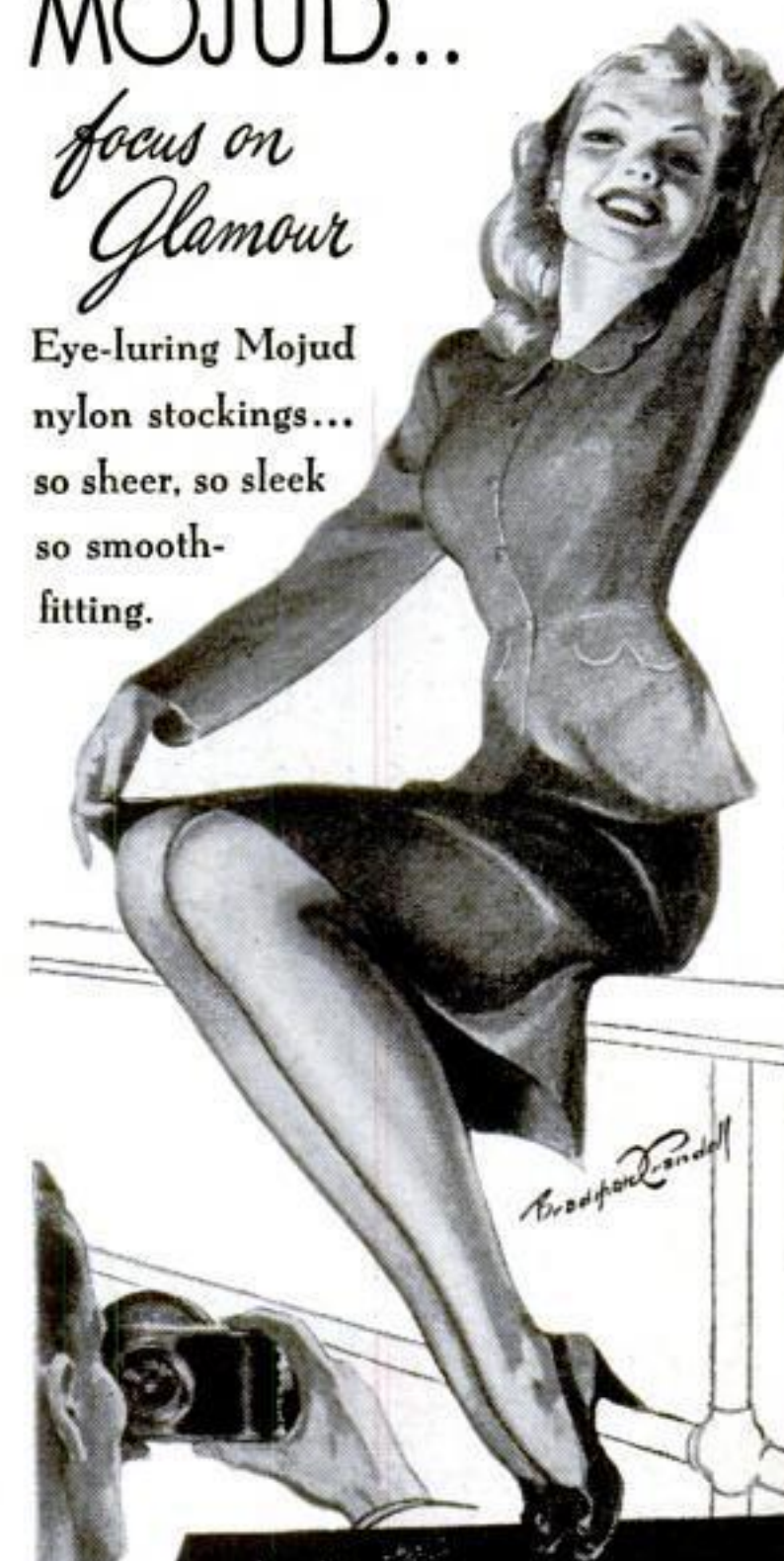


LOVERS KISS at final curtain. At left are Algermon and Cecily. At right is Cecily's companion, Miss Prism, about to be kissed by her admirer, the Reverend Chasuble. In center Jack and Gwendolen cluster lovingly around Lady Bracknell. Jack has discovered that his name really has been Ernest all along.

MOJUD...

*focus on
Glamour*

Eye-luring Mojud
nylon stockings...
so sheer, so sleek
so smooth-
fitting.



MOJUD
nylon
STOCKINGS

AT BETTER
STORES EVERYWHERE

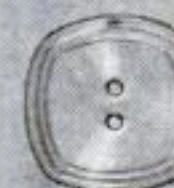
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smart and
practical...



summer
frocks
with
washable



Costumakers
Trade Mark

"buttons that are more than buttons"



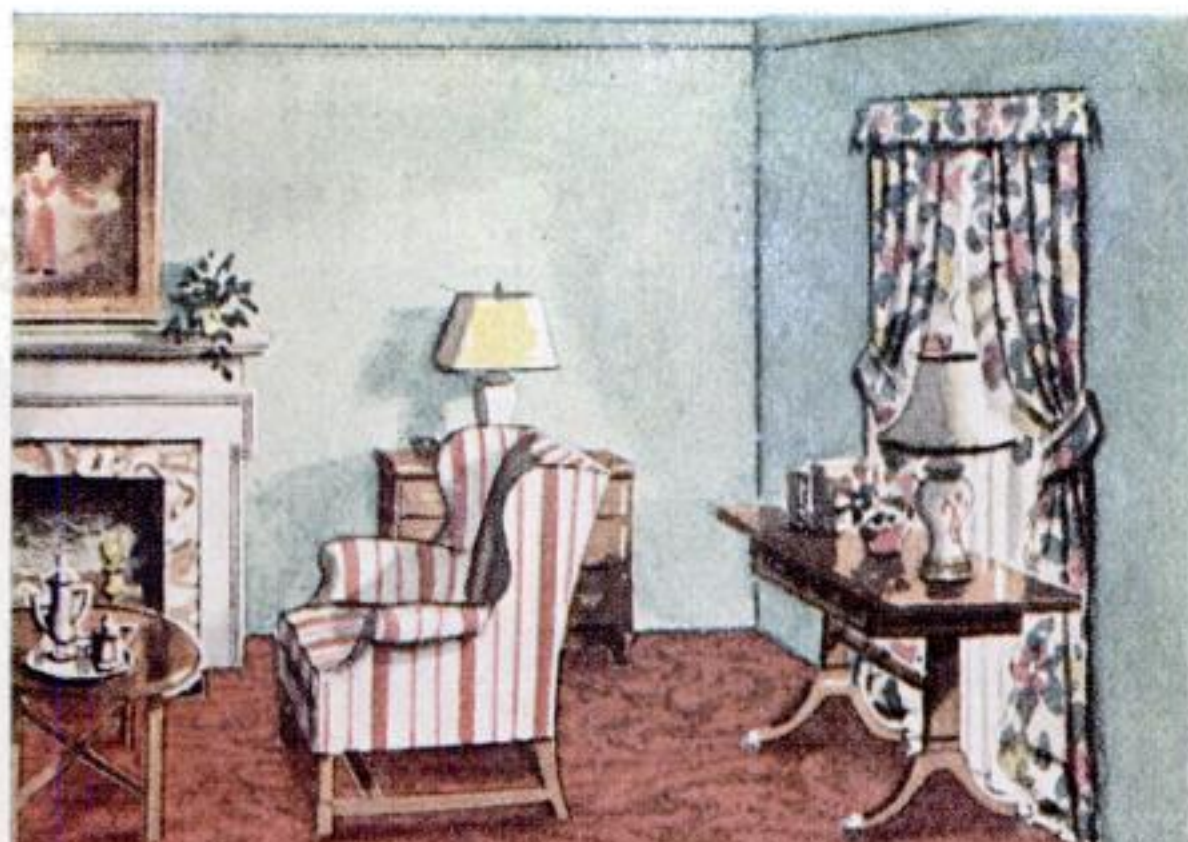
And it's so thrifty, too, to make your summer outfits in tubbable fabrics, with wonderfully washable Costumakers giving that "custom-made" look! Choose from the large selection of Costumakers at your favorite chain store—at only 10c and 25c a card.



FREE: New fashion ideas! Write for "Stretch Your Fashion Dollar With Costumakers."



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Beauty basis for your home...

MOHAWK CARPETS OF RESILIENT WOOLS!

Only resilient wools go into the making of Mohawk Carpets! Sturdy and durable, these wools bring you long-lasting loveliness—floors beautiful beyond your dreams! Make your selections now from Mohawk style-right patterns, in Mohawk's fashion-right Foundation Colors!

ILLUSTRATED...LUSTRE-CARVED WILTON IN THE GRACEFUL RALEIGH DESIGN!

Used in wall-to-wall carpeting, it brings beauty to every room in the house! Mohawk's Foundation Colors are in tune with each other and with fashionable decorating shades, including the basic home furnishing (BHF) colors.

ROSE for your living room—warm and lovely with off whites, grays, muted blues and greens.

GRAY for your master bedroom—a popular neutral that's charming with yellows and rosy tones.

BLUE for your dining room—easy to harmonize; effective with light or dark wood finishes.

**BE SURE TO SEE RALEIGH
AT YOUR DEALERS DURING
THE WEEK OF APRIL 25th**



Mauve



Gray



Beach Tan



Green



Rose



Apple Green

MOHAWK RUGS and CARPETS

Beauty that endures

MOHAWK CARPET MILLS, Inc. • AMSTERDAM, N.Y.



CARLING'S ALE



Try Carling's for a temperately golden part of the day or evening—when you want to get out of your shell.

It's better, not bitter—deliberately different—a light, bright flavor cross-blended for the American taste.

BREWING CORPORATION OF AMERICA
Cleveland, Ohio

*Born in Canada in 1840
Now going great in the 48 states*





KING OF THE BAKUBA IS SO HEAVILY LADEN WITH COPPER BANDS, COWRIE SHELLS AND OTHER BRIC-A-BRAC THAT TWO MEN HAVE TO LIFT HIM TO HIS THRONE

AFRICAN BIG SHOT

A fat, black monarch of the Congo rules his tribe with a heavy hand

Probably the most strangely autocratic ruler in the world is a big, frog-faced man named Bope Mabinshé. His African domain is a large, scrubby forestland which lies between muddy tributaries of the Congo River where his subjects, the Bakuba tribes, live. Bope's mode of ruling would put Nero to shame. When he sneezes, all people present must burst into spontaneous applause. If the king, who reigns by divine right, happens to spit on the ground, the person nearest him carefully gathers

the spittle in a cloth and reverently preserves it. In his court is a minion called the Yumi whose function it is to rub red pepper into the eyes of the monarch's 350 wives if they become disobedient. He even gets tribute from the outside world, receiving a yearly grant of 86,000 francs from the Belgian colonial authorities, which recognize his power in keeping his once-cannibal subjects under control. Bope has one ambition: to visit America. He thinks American blondes are fascinating.

SINUS SUFFERERS



Remarkable New Heat Treatment...

NOW... get moist, penetrating heat with the new Casco Sinus Electric Fomentation Pack.

When the comforting relief of heat—whether wet or dry—is prescribed, Casco has the all-in-one answer. The new Casco Electric Sinus Fomentation Pack is the right shape to tie around head, throat or joint. The 100% wetproof pack comes with a light, springy fomentator which retains moisture 10 to 12 hours under heat. No fussing with messy wet packs. Two safe heats. Underwriters' Listed. Can also be used in heat treatment of neuritis, arthritis, rheumatism. On sale at leading stores everywhere.

Simple to use: Consists of Electric Sinus Pack, washable hospital linen Slip Cover and Fomentator.



\$4.90

plus 26¢ tax

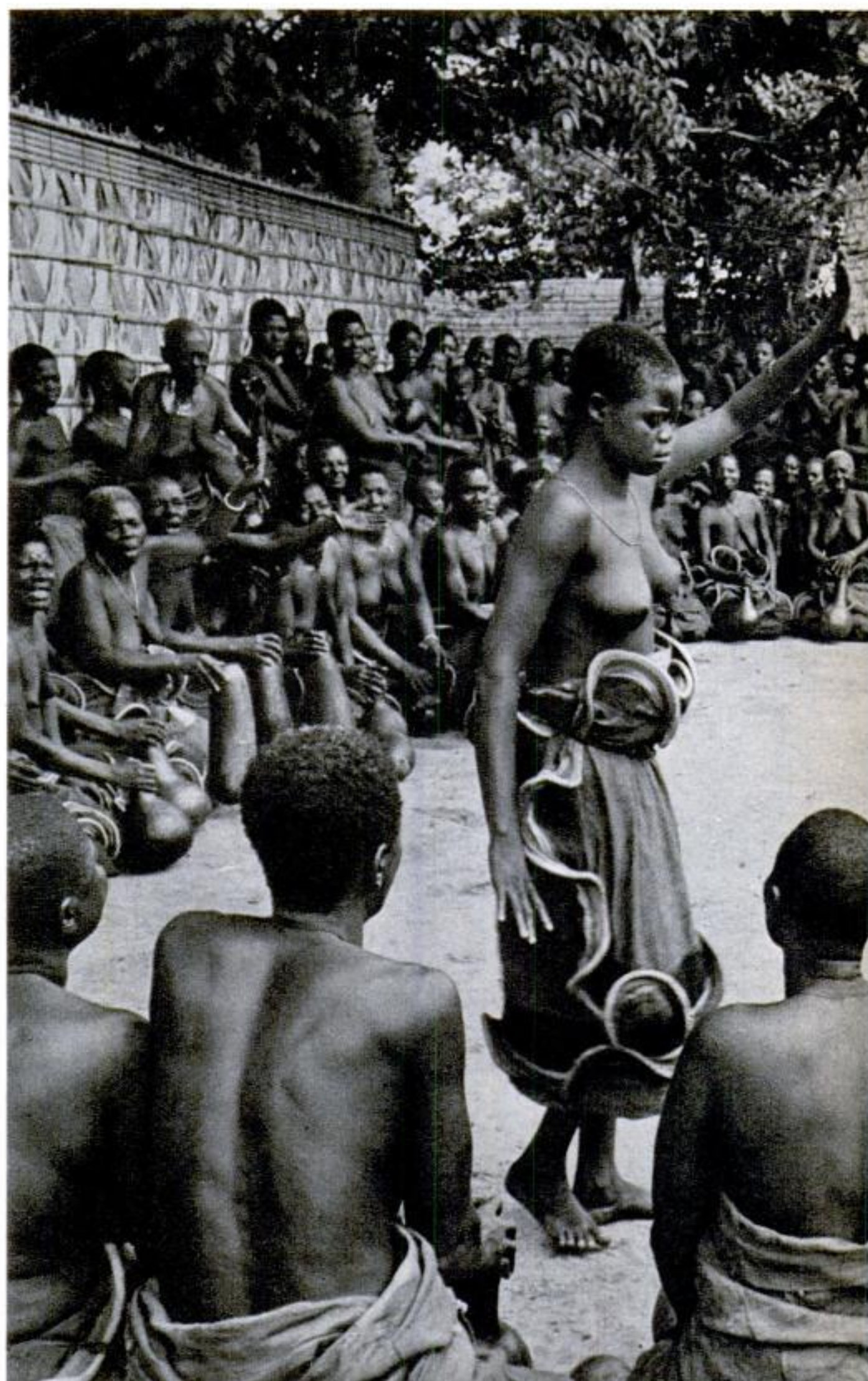
CASCO

SINUS AND MUSCLE ELECTRIC FOMENTATION PACK

Where pain persists consult your doctor

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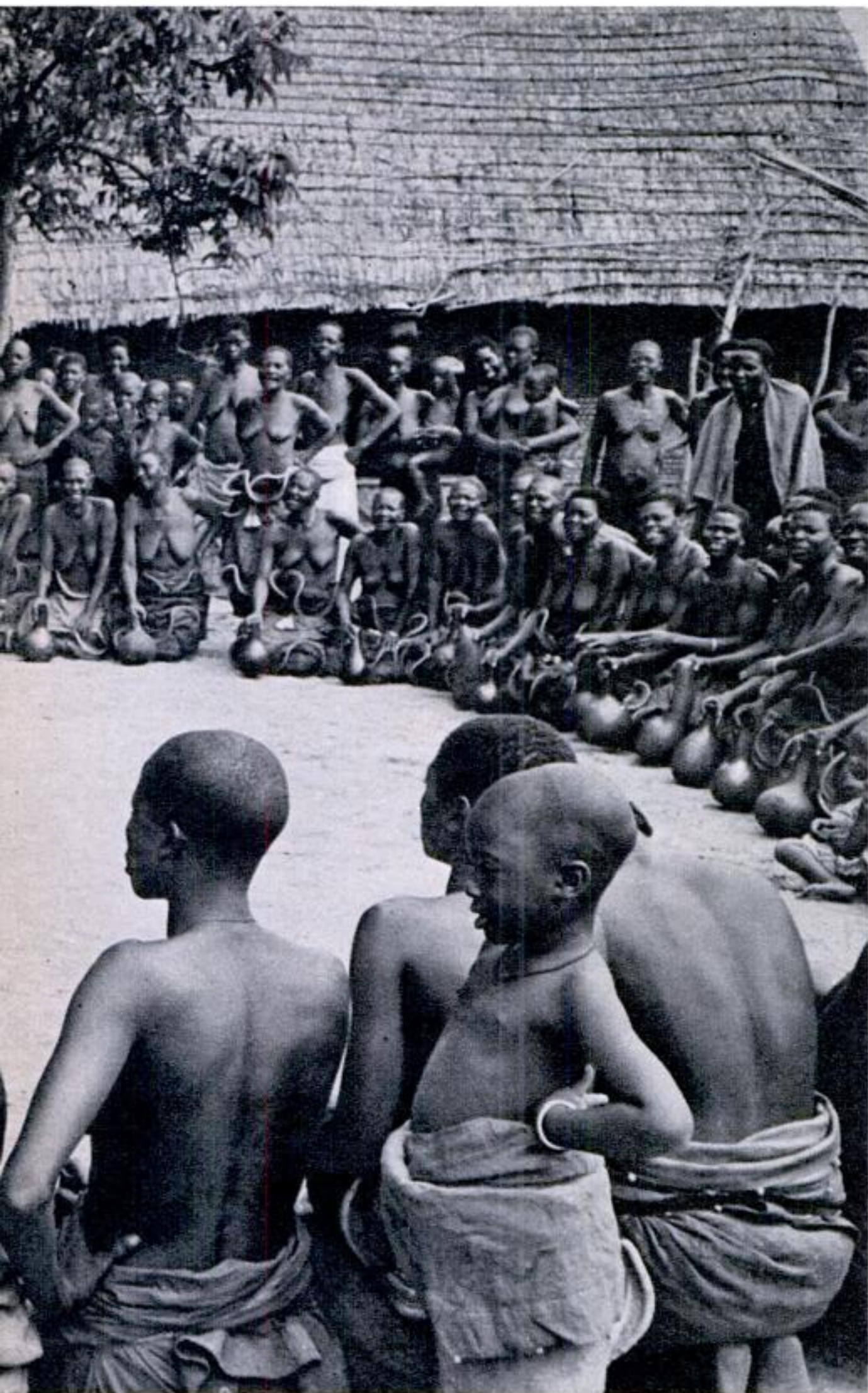
African Big Shot CONTINUED



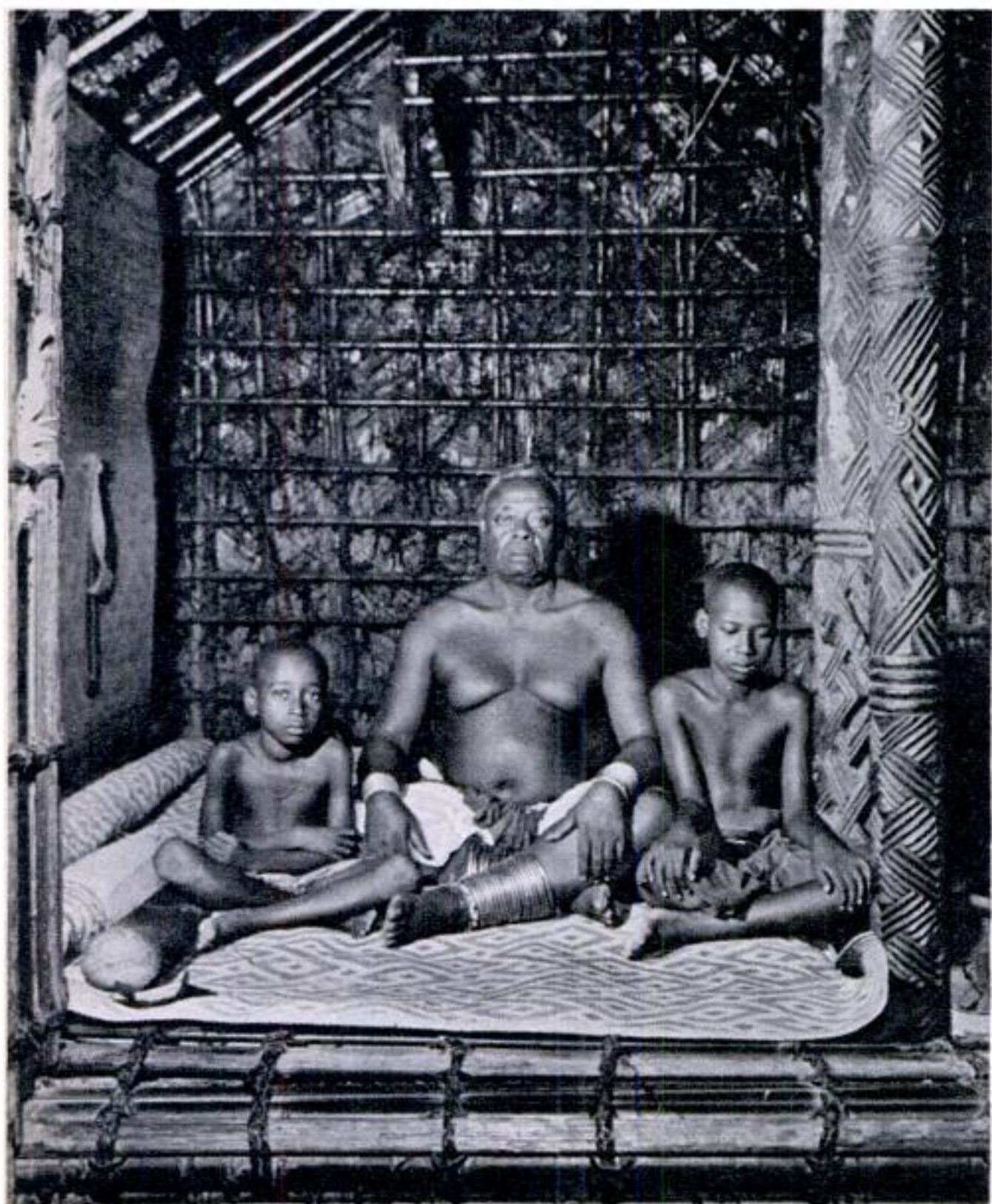
KING'S WIVES perform a tribal dance, a slow, shuffling step not unlike the "Lambeth walk," popular in America eight years ago. The handsome wife



NATIVE DRUMS, which delivered a dull and muffled beat for the native dance shown above, are thickly studded with shells and bright bits of copper.



performing above shyly refused to dance until older women shoved her into the ring. When she finished she received a kiss from one of the other dancers.



LIKE A PLUMP BUDDHA Bopha poses with two sons for LIFE Photographer Eliot Elisofon. Beforehand the king inspected himself in a mirror.

CONTINUED ON NEXT PAGE



All wines aren't Champagne!



*All adhesive bandages
aren't **BAND-AID****

BAND-AID IS MADE ONLY BY *Johnson & Johnson*



Any tiny cut or blister can become infected. Never take a chance!

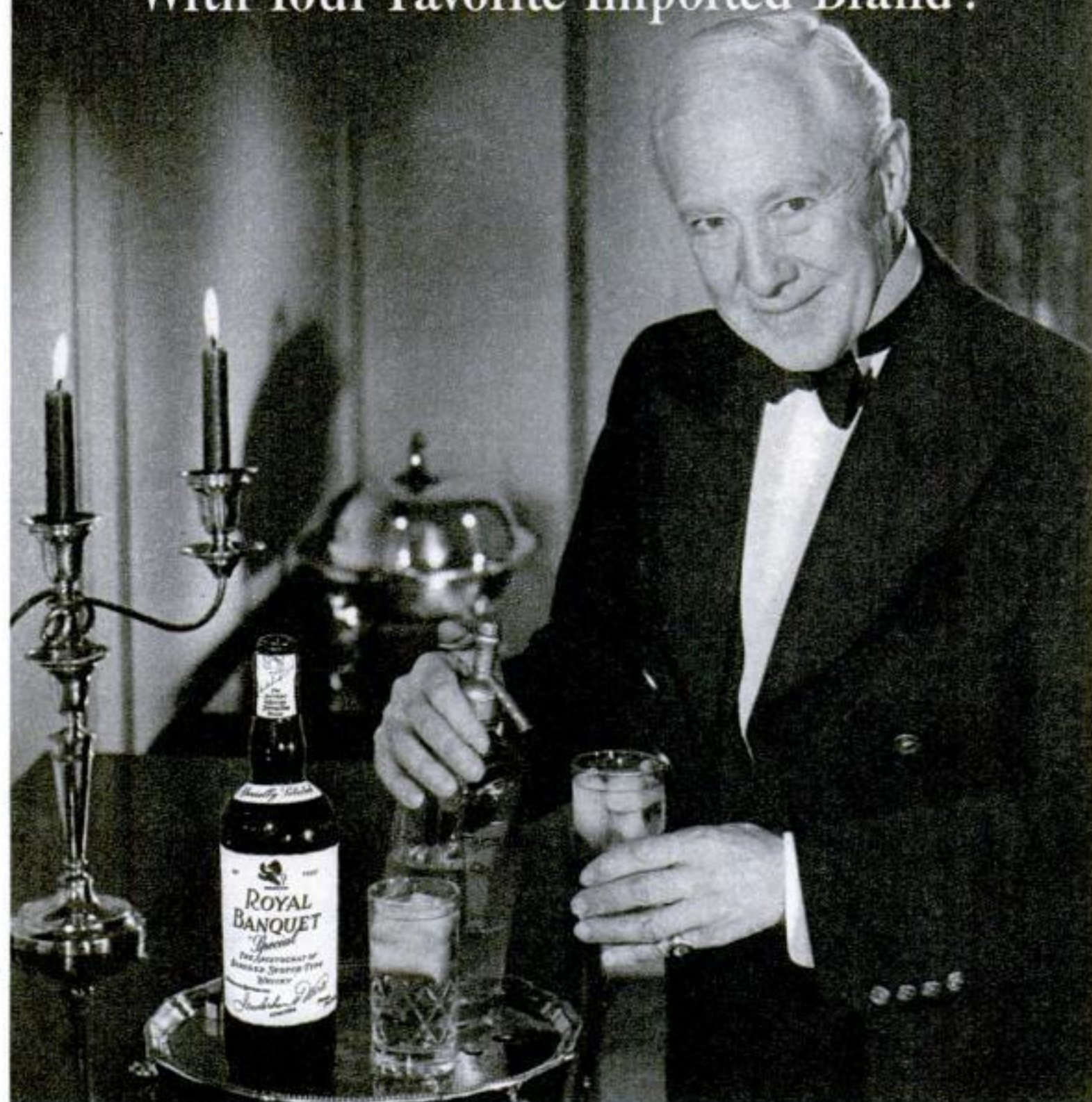
Cleanse the hurt properly. Then put on a BAND-AID Adhesive Bandage. It comes to you sterile; keeps out dirt; helps prevent infection, avoid irritation.

3 out of 4 families use BAND-AID Adhesive Bandages. Four times as many doctors recommend BAND-AID as any other adhesive bandage.

Keep one box at home—one at work.

*BAND-AID is the registered trade-mark of Johnson & Johnson for its adhesive bandage.

Compare
ROYAL BANQUET
Blended Scotch-Type Whisky
 With Your Favorite Imported Brand!



ONE smooth, mellow drink of **ROYAL BANQUET** Scotch-type Whisky will tell you why many of the most particular Scotch drinkers compare this fine American product with their own favorite imported brands. Taste the authentic flavor of **ROYAL BANQUET**—read the facts—judge for yourself!

1. In **ROYAL BANQUET** half of the malt whisky used is imported from Scotland and half is produced in America.
2. Just as is done in Scotland, the American malts used in **ROYAL BANQUET** are produced from barley dried over peat fires.
3. To produce **ROYAL BANQUET** in the Scotch tradition, we imported and set up a complete Scotch pot still.
4. To give the desired lightness to **ROYAL BANQUET** our malt whiskies are blended with grain neutral spirits softened in casks.

Welcomed in the best homes—served in leading clubs, hotels and on fine trains—**ROYAL BANQUET** is available at better bars and package stores. You'll be pleasantly surprised that this fine whisky is so reasonably priced.

GOODERHAM & WORTS LIMITED, PEORIA, ILLINOIS

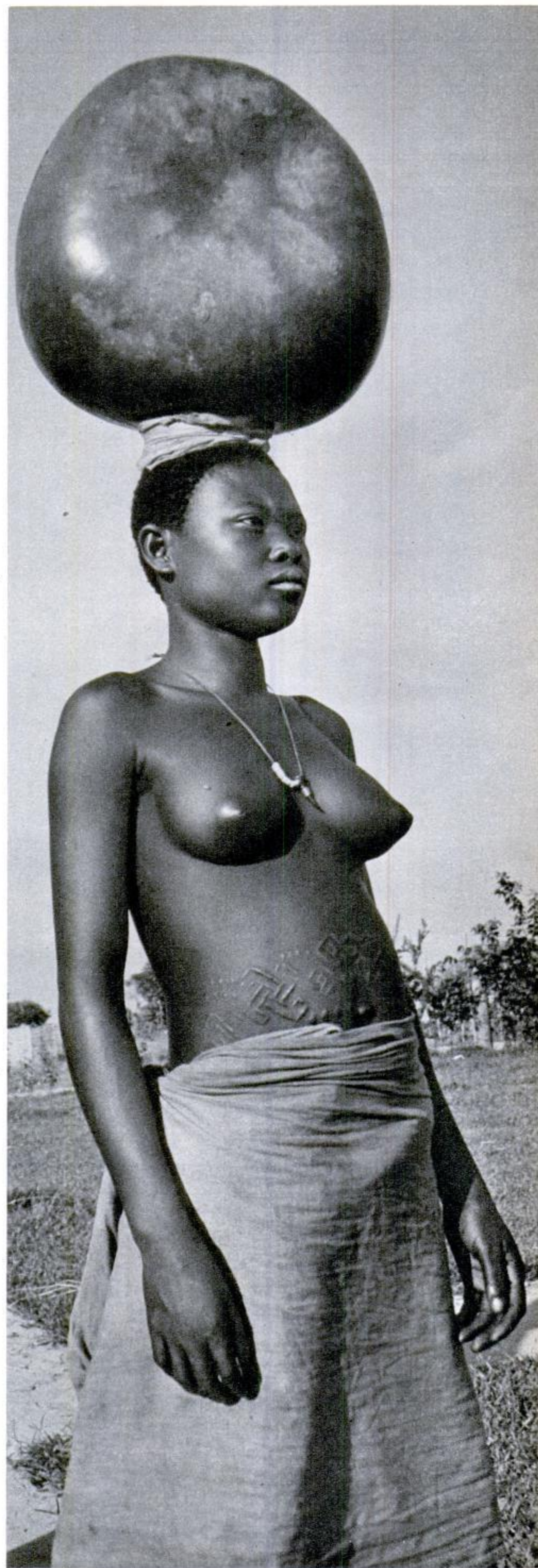
The Malt Whisky in this product is Four Years Old—35% Malt Whisky; 17½% Imported, 17½% Domestic; 65% Grain Neutral Spirits—86 Proof

**ROYAL
 BANQUET**
 BLENDED SCOTCH-TYPE WHISKY



COPR. 1947—GOODERHAM & WORTS LTD., PEORIA, ILL.

African Big Shot CONTINUED



ONE OF BOPE'S HANDMAIDENS, heavily tattooed on her abdomen, easily balances a huge water gourd on her head. The decorative tattooing is produced by rubbing dirt and vegetable matter into festering knife wounds.



Textron's Newest Fabulous-Skirted Hostess Coat, 15.00

Fairy Gold for Easter

Now—gleam in Textron's dreamy Hostess Coat . . . mellow-yellow gold in finest rayon Romaine Crepe. With a shining satin panel from shoulder to hem, a satin belt with a sparkling jewel to glorify your tiny waist. Also in Heaven Blue or Pink Angel, sizes 12 to 20. Just one of many lovely Textron Hostess Coats, from 9.00 to 17.00, at leading stores throughout the country.

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CALLING THE HOUNDS to start the fox hunt, the huntsman blows a blast on his horn. The hound pack returns to him at this signal, no matter what they are doing.



HOUNDS ARE ASSEMBLED and kept clustered at the start by the huntsman's long whip. In fox-hunting circles these handsome canines are never called "dogs."



IN THE MIDDLE OF A CREEK the riders take a short rest while the hounds try to pick up a lost trail. Foxes often try to throw off the hounds by traveling up shallow

streams, have been known to jump on the backs of running sheep to lose the scent. Boy at right does not yet own a pink coat but tagged along for the hunt experience.



JUMPING A FENCE, M.F.H. Rodger Rinehart (*left*) and the huntsman lead the field. Hounds have picked up a scent and are out in front, except for one laggard.



STIRRUP CUP, containing straight bourbon, is passed among the riders when the hunt is checked, either because hounds have lost the scent or the horses need a rest.

Life Goes Fox-hunting in Virginia

WITH ELABORATE ETIQUETTE, HOUND AND HUNTER PURSUE THEIR PREY

There is no sport whose prestige and rites have survived changing manners and tastes quite as intact as fox hunting. Its origins in medieval England were noble. Today the pink-coated rider is still the aristocrat of the sporting world. Fox hunting has flourished since before the Revolution in Virginia, where these photographs of the Farm-

ington Hunt Club of Charlottesville were taken.

Fox hunting's ancient ritual is jealously preserved. Leading the chase is a professional huntsman, flanked by "whips" who round up the hounds whenever they scatter. The M.F.H. (Master of Fox Hounds) rides directly behind, followed by the rest of the immaculately costumed and booted field.

The hunt starts when the hounds are "cast" for a scent, and then, once this is found, goes pell-mell over jumps and through brook and meadow trying to keep up. The hunt may pause for a stirrup cup (*see right, above*) but ends only when the fox is finally killed or the scent lost. Rare is the fox which, like the one below, watches the finish alive and well.



THE FOX IS CAPTURED. The huntsman holds the still-living quarry in his arms, away from the reach of the eager hounds, which cornered it in the small woodpile

shown in the left background. Usually the hounds kill the fox before the hunters arrive and the tail or brush is given as a trophy to the first lady rider on the scene.

CONTINUED ON NEXT PAGE



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"So you folks can enjoy the only
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Of course Virginia Dare is already a favorite
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all its own, utterly different from any

other wine in the world. Virginia Dare is made
from 'specially cultivated pedigreed grapes and
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SAY IT AGAIN...

VIRGINIA DARE
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MAN VS. FOX

Warfare is held legitimate because of fox's evil ways

by NOEL BUSCH

THE English country gentleman galloping after a fox—the unspeakable in full pursuit of the uneatable.”

This definition of fox hunting by Oscar Wilde is one with which the fox, if he could understand it, might agree. So too might the various humane societies which are forever bedeviling this lively and gregarious sport. Fox hunting, however, has been going on for a great many years and seems likely to continue for a good many more, and the truth is that, odd as it seems, it has a lot to recommend it.

One of the best things about fox hunting is that it removes the fox. Contrary to the impression current among most Masters of Fox Hounds, who take an abstract view of their pastime, foxes are disagreeable if not downright disgraceful animals. In real life they are always sniffing about barnyards in search of other people's property. In fiction they are even more objectionable, either up to mean tricks of one sort or another or else delivering themselves of wise saws and pompous sayings at the expense of better animals like bears or owls. The story of the fox and the grapes needs no retelling here, but it shows the sort of thing that one must expect from foxes when they get into the pages of a book.

Why authors choose to write about foxes is hard to say; the stories are not after all very instructive. But that is more of a literary than a sporting or zoological question and need not be entered into here. What is more to the point is that foxes, in everything from Aesop to Uncle Remus and Thornton W. Burgess, are represented as mean-spirited and sly of disposition.

That, as Wilde points out, the fox cannot be eaten after the chase is a minor point. As a matter of fact very few people really know what happens to the fox, nor does it make the slightest difference. The main point is that he is no longer around to make a nuisance of himself.

It can of course be argued that there should be more efficient ways of getting rid of the fox than having him pursued across miles of open country by troops of horses, packs of hounds and anywhere from 10 to 200 human beings. He could easily be trapped, shot or quietly poisoned. All three of these methods are used on occasion, but none of them is as much fun as chasing him.

As to the beneficial effects of fox hunting upon the participants in the game, these are also beyond dispute. Certainly the hounds enjoy it, and it does them no harm. The horses and riders are also delighted with the exercise. It is not necessary to be a devotee of Surtees to note that the literature of fox hunting is far superior to the literature of the mere fox apart from the hunt. Moreover one sees from the works of the fox-hunting authors that they are kindly and easygoing gentlemen, well disposed to their fellow man, which brings up another point.

Human beings are supposed, rightly or wrongly, to have a cruel streak in their nature. If such is the case, it is surely better for them to express this at the expense of some miserable little vermin, like a fox, than at the expense of other people. Vittorio Mussolini, who likened the explosion of a bomb among some Ethiopian tribesmen to the spectacle of an unfolding rose, was guilty of a hardhearted and sadistic attitude. A fox-hunting man would not have had such a thought about a fellow human being. Fox hunting thrives in peaceful lands.

The net conclusion about fox hunting is then that it should be encouraged everywhere. Silver foxes on ranches might even be let out and allowed to make a run for it. This would save the fox ranchers the bother of killing them and amuse the rest of the sporting population. Few silver foxes even know the meaning of "yoicks" or "tallyho"—let alone Wilde's epigrams—but they would quickly learn.

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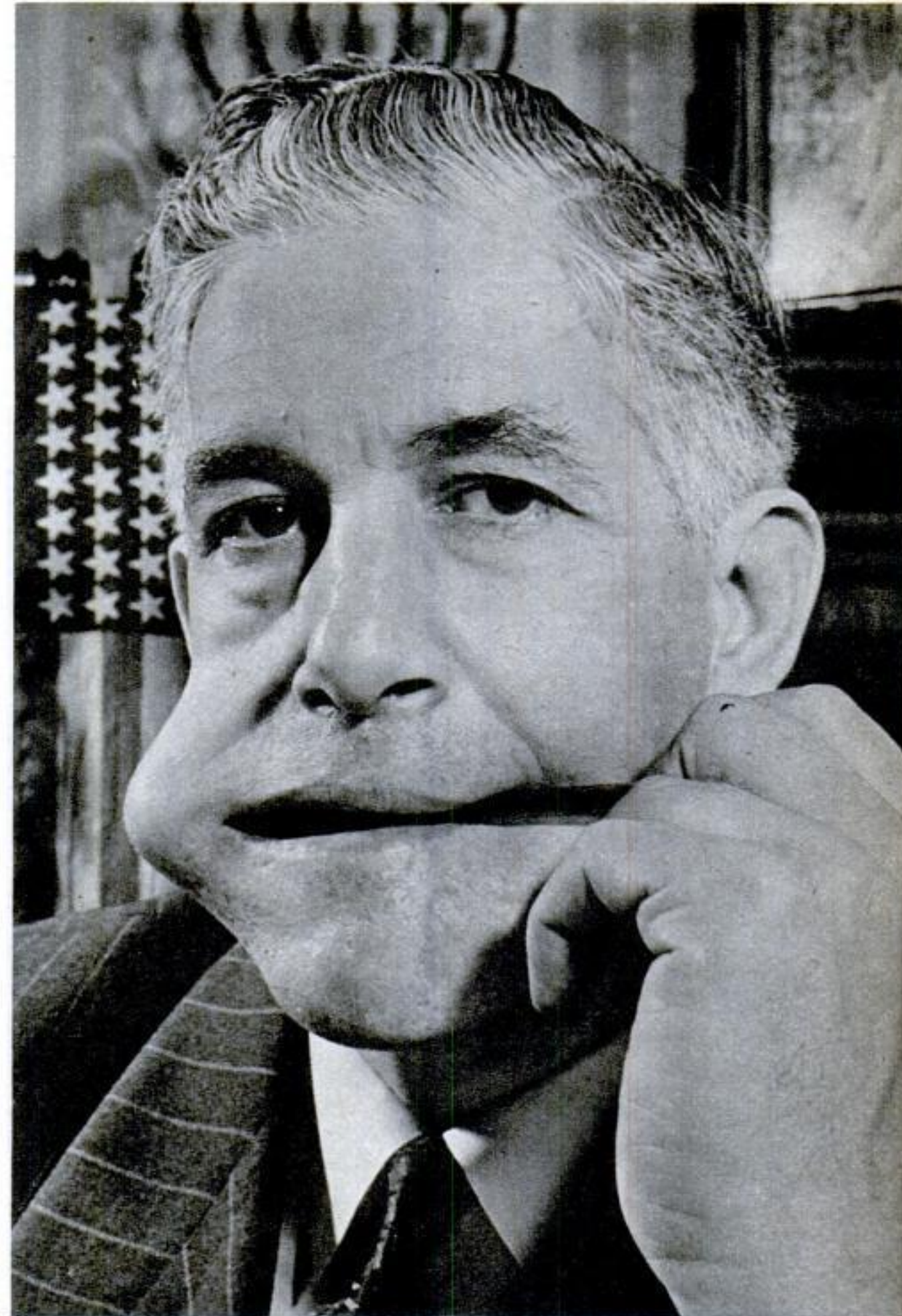
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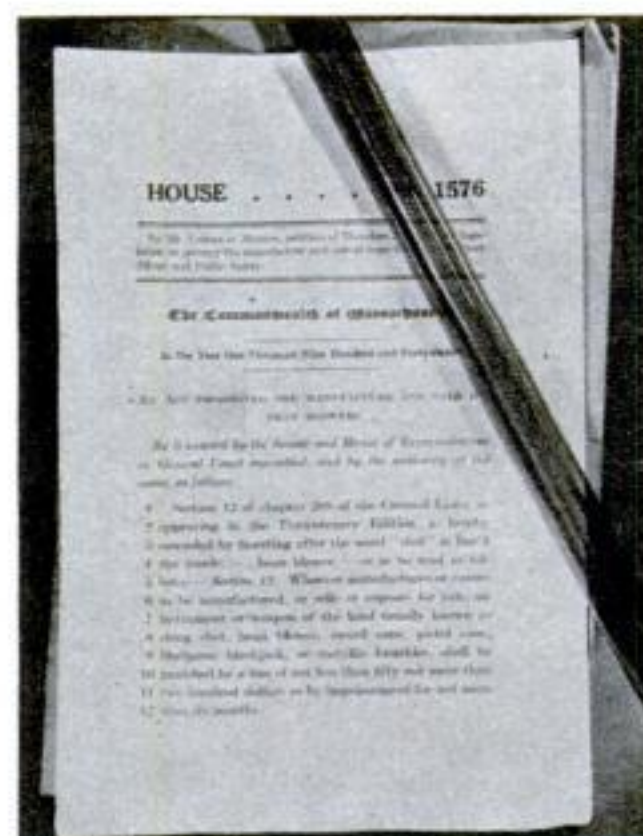
MISCELLANY



CHEEK-GOUGING, which can be extra bloody if the beanshooter is made of glass, is here deftly demonstrated by Massachusetts State Legislator Vaites.

BOSTON BEAN-BLOWING

A sober-sided legislator tries to get it banned



VAITSES' ANTI-BEAN-BLOWING BILL

Boston's bean-blowing small fry won a moral victory this month. On Feb. 25 a tall, gaunt, 46-year-old legislator named Theodore Vaites, who is deeply sensitive to the evils of bean-blowing, stalked into the State House with a bill designed to end the sport forever in Massachusetts (left). The ensuing debates stirred up almost as much fuss as pleas for increasing teachers' pay. Bean-blowing, Vaites found, was not only hard on victims but was dangerous to blowers, who tended to fall down and swallow their weapons or gouge their cheeks and mouths (above).

Then Vaites, a bachelor who lives with his 84-year-old mother, added glumly, "My mother never let me blow beans." Vaites' mocking opponents quickly argued that bean-blowing was no more hazardous than swimming; that it was silly to classify it in a bill with objects like blackjacks. While toy manufacturers lobbied against the bill, Rep. Daniel Sullivan read a poem which began, "a weapon for kids has been put on the skids. . . ."

By March 3 staid state legislators had had enough, quietly tabled the bill for further consideration next winter. While Massachusetts kids momentarily breathed a lot easier, they could look apprehensively toward nearby New York State, where expert bean blowers could happily improve their skill all day long (next page) but, by recently enacted legislation, could no longer legally buy water pistols.



RAMMING A BEAN BLOWER against roof of his mouth, Vaites dramatizes the terrible things that can happen to a bean blower when he falls down.



WITH HIS AGED MOTHER Vaites poses in their plain apartment in suburban Melrose. Mrs. Vaites "would never allow bean blowers in the house."

CONTINUED ON NEXT PAGE

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PLUS \$15,000 IN BONUS MERCHANDISE PRIZES
FOR LOCAL "LAUNDERETTE" USERS

THE COIN-OPERATED LAUNDRY-STORE



DOES YOUR WEEK'S WASH IN 30 MINUTES

CASH PRIZES OPEN TO ALL!

Just write 50 words or less telling "What I like about the 'Lauderette' store." Explain why this 30-minute, automatic, laundry service appeals to you . . . Nothing to buy! . . . Quick! Simple! . . . Don't delay—enter TODAY!

PURPOSE OF CONTEST

To acquaint you and thousands of others with the wonderful advantages of the "Lauderette" store—so you will know what this convenient low-cost, automatic laundry service means to you . . . Hundreds of "Lauderette" stores are already open in 43 states—and hundreds more are opening soon!

333 CASH PRIZES

\$5,000 first prize—\$1,000 second prize—\$250 third prize—5 prizes of \$100 each—325 prizes of \$10 each! Cash prizes open to all—nothing to buy! . . . Hundreds of merchandise prizes for "Lauderette" users—these extra prizes given for best letters from each "Lauderette" store! Contest closes Midnight, May 15th, 1947.

ALSO HUNDREDS OF MERCHANDISE PRIZES FOR LOCAL "LAUNDERETTE" USERS



For entry blank and rules, write to "Lauderette" Store Contest, P. O. Box 121, New York 8, N. Y. Or get your entry blank from local "Lauderette" store.

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AUTOMATIC!

Mrs. Mary Adams puts her wash in the Bendix. A trained attendant helps. Each Bendix takes up to 9 lbs. Mary uses two. "Simple as pie, and costs so little."

CONVENIENT!

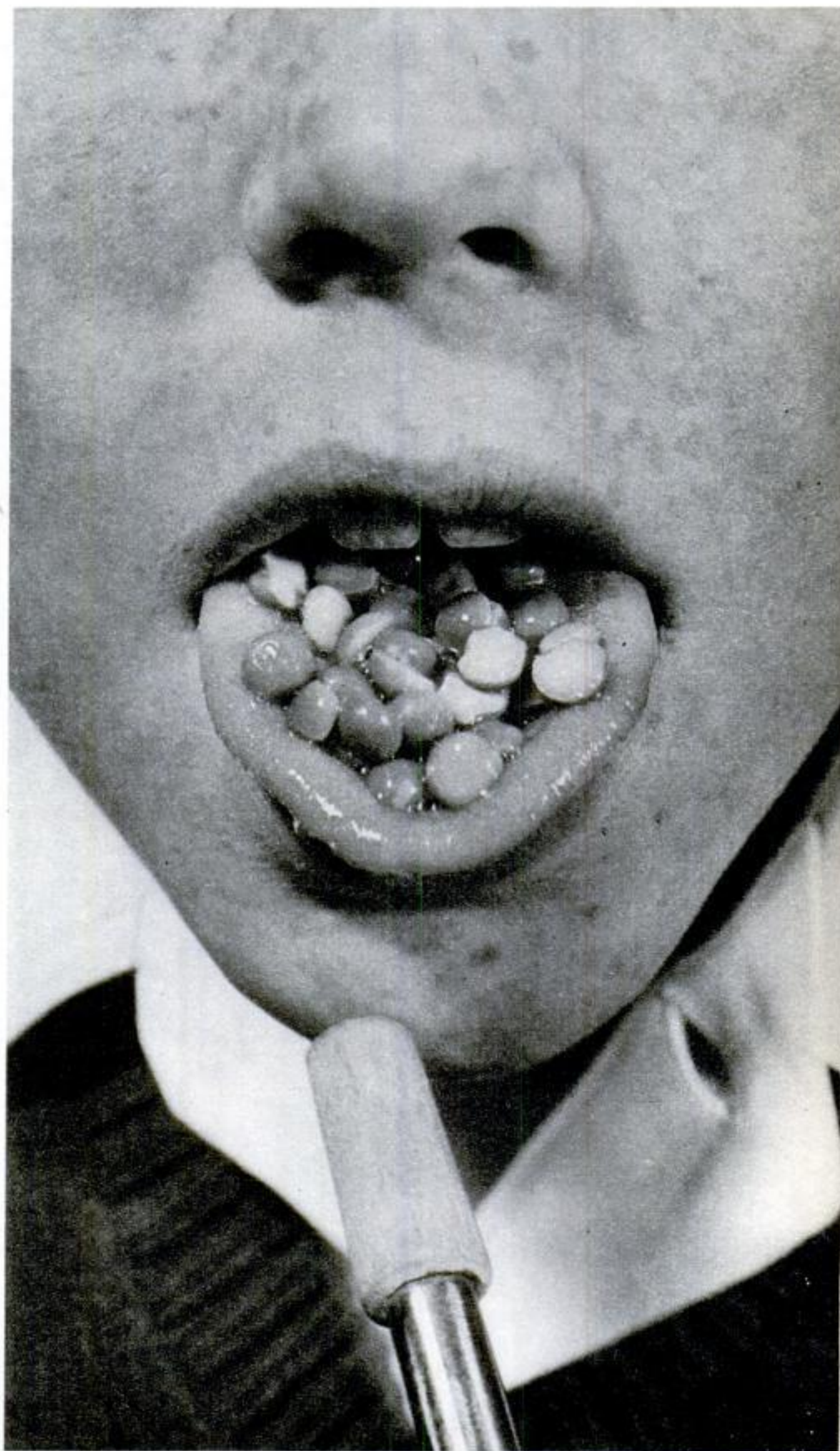
While Bendix does her whole week's wash automatically, Mary has 30 minutes to shop in nearby stores. . . . "Sometimes I read, knit, or visit with my friends."

30 MINUTES!

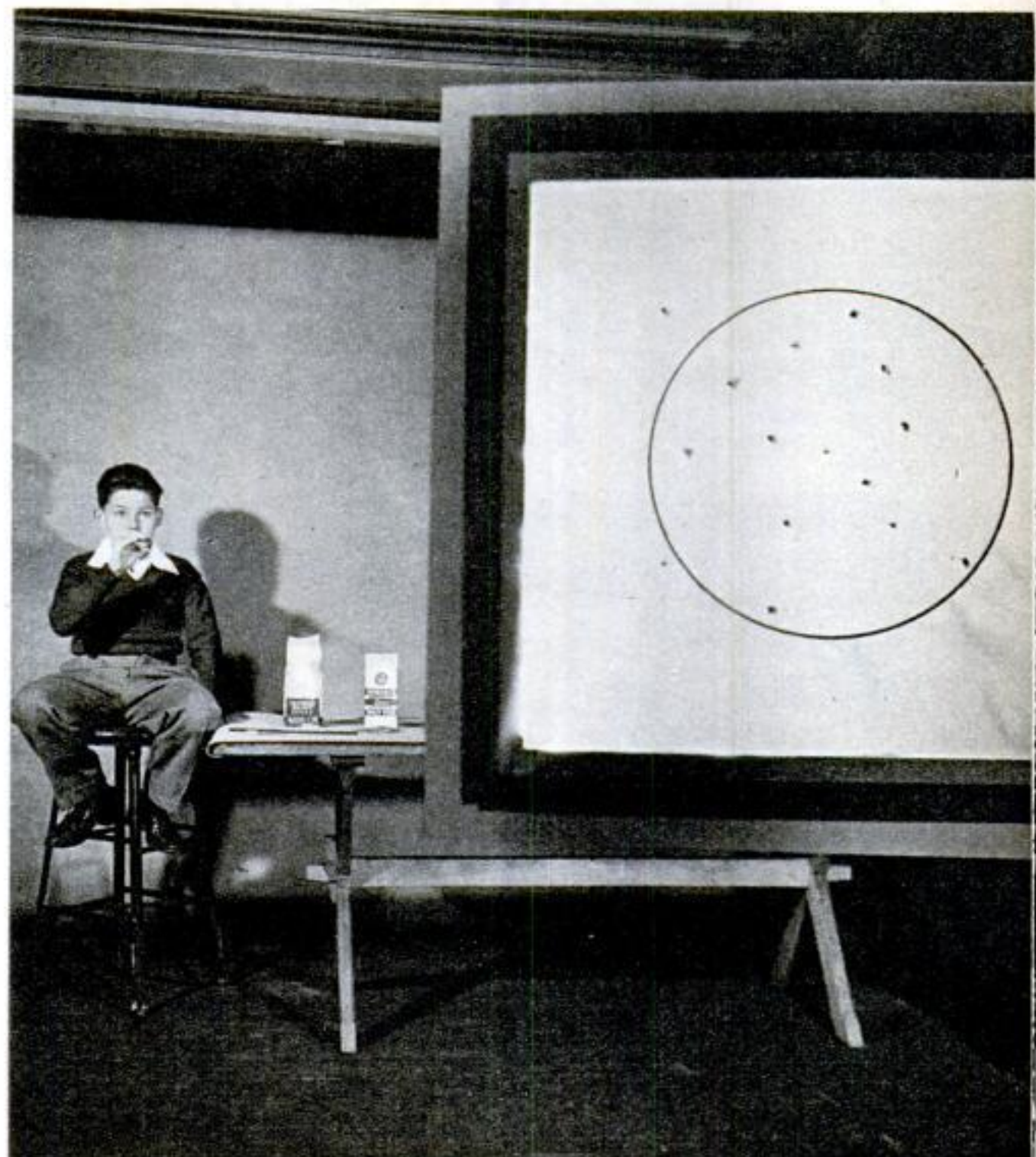
In addition to doing a beautiful white wash—everything sweet and clean—Bendix does extra jobs. . . . "Bath mats! Blankets! Curtains! Slip covers! Bedspreads!"



Boston Bean-Blowing CONTINUED



FAVORITE AMMUNITION is split peas, which are cheap, easy to carry and never stick in beanshooter. Next best is putty, which is more accurate.



A GOOD SCORE is run up by New Yorker Donald Devlin, who put 13 out of 15 shots in a 9-inch circle at 20 feet, using beans, split peas and putty.



*At its
pre-war
best*

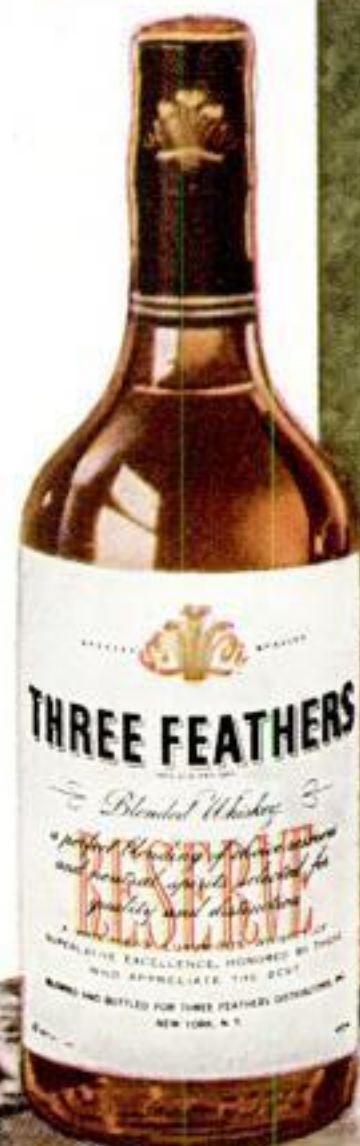
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